Sent to Harley Schooley + Finance Comm 1/9/59 per dep.

File

January 8, 1958

Dr. Maurice F. Seay
Director, Division of Education
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Maurice:

In reply to your letter of January 7: we are indeed already certified as a non-profit corporation, eligible to receive tax-exempt funds. Attached is a copy of the document which establishes this status.

All grant funds other than those from the W. K. Kellogg Foundation during recent years, have been given directly to the NAEB, rather than through the University of Illinois. It was our impression that grants through the University represented the procedure preferred by the W. K. Kellogg Foundation.

We're pleased to be able to send this information at once. Please let us know if there is anything else we can provide.

Sincerely,

Harry J. Skornia
Executive Director

HJS:jg
Enclosure

NAEB HEADQUARTERS
14 Gregory Hall
Urbana, Illinois

TO: NAEB Board of Directors

FROM: H. J. Skornia H. J. Sk.

RE: Budget, for Board approval at May 11-12 Board Meeting

DATE: April 9, 1958

I thought you might like this in time to look over carefully. Any questions, or suggestions, will be welcomed.

This must be approved by the Board before it is forwarded to Kellogg.

HJS:jg

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
PROPOSED NETWORK BUDGET FOR JULY 1, 1958 - JUNE 30, 1959

	Proposed Budget 1958 - 1959	Budgeted 1957-58
SUMMARY (Detail attached)		
Salaries and Wages	$22,608.50	$21,128.45
Travel	400.00	400.00
Supplies and Expenses	9,150.00	10,300.00
Reserve for Replacement of Major Equipment	1,500.00	1,500.00
Administrative Expense	1,690.48	1,666.67
Contingencies	151.02	4.88
TOTAL	$35,500.00	$35,000.00
INCOME		
Network Fees (1)	$35,500.00	
Class A Stations		
Full rate (17 @ $800)	$13,600.00	
Half-rate (2 @ $400)(1)	800.00	
Class B. Stations		
Full rate (24 @ $500)	12,000.00	
Half-rate (5 @ $250)(1)	1,250.00	
3/4 Full rate (3 @ $375)(2)	1,125.00	
3/4 Half-rate (1 @ $187.50)(1)(2)	187.50	
Class C Stations		
Full rate (20 @ $300)	6,000.00	
Half-rate (4 @ $150)(1)	600.00	
3/4 Full rate (1 @ $225)(2)	225.00	
1/2 Half-rate (1 @ $75)(1)(2)	75.00	
	$35,862.50	
Less Allowance for "Drop-outs" and Payments in Advance	362.50	
TOTAL Network Income	$35,500.00	

(1) Based on number of stations now on the Network at the rate they will be paying next year, as follows:

(1) Stations owned and operated by schools or school systems may elect to take a limited service which provides them with all of the in-school programs offered plus one hour per week from the regular Network offerings. For this service eligible stations pay one-half the regular fee.

(2) Represents stations taking Network service for the first or second Year. Stations joining the Network for the first time are permitted to pay one-half the full fee for the first year, three-fourths the second year, with the full fee commencing the third year.

	Proposed Budget 1958 - 1959	Budgeted 1957-58
SALARIES AND WAGES		
Network Manager	$ 5,200.00	$ 4,800.00
Asst. Network Manager - Traffic (1)	3,800.00	3,600.00
Asst. Network Manager - Production	4,800.00	4,500.00
Duplicator Operators (2)	4,800.00	4,350.00
Labor (3)	2,184.00	2,184.00
Retirement (8.113% of salaries)	1,512.74	1,402.94
Workmen's Compensation (1.5% of salaries and wages)	311.76	291.51
TOTAL	$22,608.50	$21,128.45

(1) No increase until 9/1/58, and at that time an increase of $20.00 per month.
(2) One @ $3,300 (full-time) and one @ $1,500 (half-time).
(3) Provides for two half-time hourly employees - one @ $1.00 per hour and one @ $1.10.

SUPPLIES AND EXPENSES		
Mailing, Express, Freight (1)	$ 3,800.00	$ 4,000.00
Mailing Materials (1)	250.00	500.00
Office Supplies and Expenses (1)	600.00	750.00
Telephone and Telegraph (1)	350.00	500.00
Recording Service (2)	100.00	50.00
Recording Tape (Incl. boxes, reels) (1)	3,300.00	3,500.00
Equipment (Incl. repairs and replacement parts)(1)	750.00	1,000.00
TOTAL	$ 9,150.00	$10,300.00

(1) Experience this year indicates that slight savings can be made in these items resulting in a slight budget reductinn, at least on an experimental basis.

(2) Used as "talent" fee for recording of "openers" and "closers", etc., for Net programs. This work has increased to such an extent that this fee should be doubled.

* * *

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
PROPOSED HEADQUARTERS BUDGET FOR JULY 1, 1958-JUNE 30, 1959

	Proposed Budget 1958 - 1959	Budgeted 1957-58
SUMMARY (detail attached)		
Salaries and Wages	$32,019.00	$30,396.65
Seminars, Travel, Research	10,000.00	16,000.00
Supplies and Expenses	5,550.00	5,550.00
Administrative Expense	2,379.00	2,447.10
TOTAL	$49,948.00	$54,393.75
INCOME		
From W. K. Kellogg Foundation	$45,848.00	$50,293.75
Other Income (1)	4,100.00	4,100.00
TOTAL	$49,948.00	$54,393.75

(1) The request to the W. K. Kellogg Foundation for a three-year grant (for the period July 1, 1956-June 30, 1959), and the terms of the subsequent grant, stipulated that, of the total proposed annual budget for Headquarters (items of which were to remain firm over the three-year period, except for salaries), $3,840 was to be obtained from income other than the grant (such as the sale of publications, reimbursable services, etc.). It was felt last year that this amount should in increased, however slightly, as an indication of the efforts being made to achieve self-support. Therefore, $4,100 was so allocated last year and again this year.

	Proposed Budget 1958 - 1959	Budgeted 1957-58
SALARIES		
Executive Director (1)	$12,000.00	$11,400.00
Associate Director	9,200.00	8,800.00
Secretary	4,200.00	3,900.00
Clerk-Steno(2)	2,880.00	2,700.00
Labor, Miscellaneous	1,000.00	1,000.00
Retirement (8.133% of salaries)	2,300.00	2,179.65
Workmen's Compensation (1.5% of salaries & wages)	439.00	417.00
TOTAL	$32,019.00	$30,396.65

(1) Plus $2,00 from the College of Journalism and Communications
(2) No increase until October 1, 1958. $20 per month increase at that time.

SEMINARS, TRAVEL, RESEARCH		
Seminars (1)	$ -	$ 6,000.00
Regional Meetings	1,500.00	1,500.00
Executive Committee and Directors Meetings	1,500.00	1,500.00
Office(r) Travel	3,500.00	3,500.00
NAEB Committees	1,500.00	1,500.00
Research	2,000.00	2,000.00
TOTAL	$10,000.00	$16,000.00

(1) The original Foundation grant provided an annual amount of $3,000 for Seminars. Last year, in order to permit holding an outstanding Research Seminar, the Foundation was requested to add the $3,000 allotted for 1958-59 to the $3,000 for 1957-58. This was done leaving no funds for Kellogg supported seminars in 1958-59.

SUPPLIES AND EXPENSES		
Mailing, Express, Freight	$ 1,200.00	$ 1,200.00
Office Supplies and Expenses	1,000.00	1,000.00
Periodicals, Books, etc.	500.00	500.00
Telephone and Telegraph	500.00	500.00
Equipment (incl. parts replacements and repair)	350.00	350.00
Publications and reports	2,000.00	2,000.00
TOTAL	$ 5,550.00	$ 5,500.00

* * *

sent 6/27/58 Dft Extras

June 27, 1958

Dr. Maurice F. Seay, Director
Division of Education
W. K. Kellogg Foundation
200 Champion Street
Battle Creek, Michigan

Dear Maurice:

Enclosed herewith are:

(1) The Annual Report of the NAEB, including a brief summary statement. (As in the past years, the final financial report will be sent as soon as vouchers clear and necessary year-end statements can be secured from the University of Illinois Business Office. It now appears that we shall end the year with a small balance as will be shown at that time).

(2) The NAEB Permanent Financing Committee Report (by James Miles, Chairman), included as Exhibit I of the Annual Report.

(3) The NAEB Proposed Headquarters Budget for Fiscal Year July 1, 1958-June 30, 1959, as approved by the NAEB Board of Directors, and the University Business Office.

(4) A copy of four recent press releases, in which I am sure you will be interested, and which will bring you up to date on recent changes in the NAEB Board.

I hope to take two weeks vacation beginning about July 4 and another two weeks the first two weeks in August. However, after you have looked these materials over, I should like very much to come up in person to discuss them and other matters with you as you earlier suggested.

I'm sure that President Frank Schooley or Foundations Relations Committee Chairman Richard Hull, or both, would be glad to join me in such a discussion at whatever would be the most convenient time for you. There are a number of other recent developments that we believe would be of interest to you as well.

May I take this opportunity to thank you and the Foundation once again for your unfailing patience and understanding, as well as the support you have given us? They are greatly appreciated by the growing number of people and institutions represented whenever we sign as "the NAEB".

Most sincerely,

Harry J. Skornia
Executive Director

HJS/dfc
CC: NAEB Board
Foundations Committee

Kellogg Found.

August 8, 1958

Dr. Maurice Seay
Division of Education
W. K. Kellogg Foundation
Battle Creek, Michigan

Dear Maurice:

Enclosed is the audited final financial statement of the NAEB's 1957-58 fiscal year account under the W. K. Kellogg Foundation Grant.

It will be noted that we closed the year with a balance of $4,004.26. I assume that you may wish to deduct this sum from the $49,948.00 earlier approved for the third year of the current grant, issuing the grant for 1958-59 only in the sum of $45,943.74.

I trust that this statement, which completes our reporting for 1957-58, meets your requirements and needs for issuance of the check for the third year of this grant. I believe the practice has been to make this check payable to the University of Illinois and to send it to us for proper processing and deposit to our Trust: Kellogg account.

If there is any other information you need, please call on me, or in my absence on either Harold Hill, Associate Director or Frank E. Schooley, NAEB President.

Once again, our sincere thanks to the W. K. Kellogg Foundation for your generous support.

Sincerely,

Harry J. Skornia
Executive Director

HJS:jg

THE NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
TRUST: W. K. KELLOGG FOUNDATION
FINANCIAL STATEMENT
For Fiscal Year 1957 - 1958

Balance, July 1, 1957 (per 1956-57 report)	$ 5,607.75
Received from the W.K. Kellogg Foundation	44,686.00
Other Income (Trfd. from Network account)(1)	4,100.00
Total	$54,393.75
Expenditures (per attached report)	50,389.49
Balance (Cash on hand)	$ 4,004.26

(1) The request to the W.K. Kellogg Foundation for a three-year grant (for the period July 1, 1956 to June 30, 1959), and the terms of the subsequent grant, stipulated that, of the total proposed annual budget for Headquarters, $3,840 was to be obtained from income other than the grant (such as sale of publications, reimbursable services, etc.) This amount was increased this year to $4,100. Since, under our agreement with the University of Illinois, such miscellaneous income must be credited to our Network account, this $4,100 had first to accrue to the latter account and then be transferred to the Trust: Kellogg account.

THE NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
TRUST: W.K. KELLOGG FOUNDATION
For the Fiscal Year 1957-1958

SUMMARY

	Budget	Expenditures	Balance
Salaries & Wages (1)	$30,396.65	$28,981.38	$1,415.27
Seminars, Travel, Research	16,000.00	14,594.55	1,405.45
Supplies & Expenses	5,550.00	4,419.27	1,130.73
Administrative Expense(2)	2,447.10	2,394.29	52.81
TOTAL	$54,393.75	$50,389.49	$4,004.26

SALARIES AND WAGES

	Budget	Expenditures	Balance
Executive Director (3)	$11,400.00	$11,300.00	$ 100.00
Associate Director	8,800.00	8,733.30	66.70
Secretary	3,900.00	3,900.00	-
Stenographer	2,700.00	2,690.50	9.50
Labor	1,000.00	207.69	792.31
Retirement (employer's contrib.)(4)	2,179.65	1,747.42	432.23
Workmen's Compensation	417.00	402.47	14.53
TOTAL	$30,396.65	$28,981.38	$1,415.27

(1) Employer's Contribution to Retirement Fund (8.133%) and Workmen's Compensation (1.5%) are included.

(2) The University of Illinois charges 5% of Expenditures for housing, custodial services, billing and accounting services, purchasing services, etc.

(3) Also received $2,000 from University of Illinois College of Journalism and Communications.

(4) Employees do not have to join Retirement System during first year of employment, but may. Failure of some to do so is the reason for the rather large balance in this account.

SEMINARS, TRAVEL, RESEARCH

	Budget	Expenditures	Balance
Seminars	$ 6,000.00	$ 5,485.87	$ 514.13
Regional Meetings	1,500.00	1,343.96	156.04
Executive Committee and Director's Meetings	1,500.00	1,232.83	267.17
Office(r) Travel	3,500.00	3,338.59	161.41
NAEB Committees	1,500.00	1,262.24	237.76
Research	2,000.00	1,931.06	68.94
TOTAL	$16,000.00	$14,594.55	$1,405.45

SUPPLIES AND EXPENSES

	Budget	Expenditures	Balance
Mailing, Express, Freight	$ 1,200.00	$ 1,158.51	$ 41.49
Office Supplies Expenses	1,000.00	1,019.68	* 19.68
Periodicals, Books	500.00	144.02	355.98
Telephone and Telegraph	500.00	507.18	* 7.18
Equipment (Incl. Parts and Replacement)	350.00	274.83	75.17
Publications and Reports	2,000.00	1,315.05	684.95
TOTAL	$ 5,550.00	$ 4,419.27	$1,130.73

* Deduct - Deficit

THE NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
NETWORK ACCOUNT
FINANCIAL STATEMENT
For Fiscal Year 1957 - 1958

Balance, July 1, 1957 (per 1956-57 report)	$11,809.16
Transferred to Reserve Fund (detail attached)	11,809.16
Balance	$ 000.00
Receipts, per attached report	40,019.42
	$40,019.42
Transferred to Headquarters Account (1)	4,100.00
	$35,919.42
Expenditures, per attached report	30,220.82
Balance 1957-58 Account (2)	$ 5,698.60

Recapitulation of Cash Balance in Trust: NAEB Account

Balance 1957-58 Account (from above)	$ 5,698.60
Balance in Reserve Fund (detail attached)	25,597.70
	$31,296.30
Less amount due from NAEB Treasurer for reimbursable expenses	497.59
Balance (Cash on deposit with University)	$30,798.71

(1) The request to the W.K. Kellogg Foundation for a three-year grant (for the period July 1, 1956 to June 30, 1959), and the terms of the subsequent grant, stipulated that, of the total proposed annual Budget for Headquarters, $3,840 was to be obtained from income other than the grant (such as sale of publications, reimbursable services, etc.). This amount was increased, by the NAEB Board, to $4,100 this year. Since, under our agreement with the University, such miscellaneous income must be credited to our Network account, this $4,100 had first to accrue to the latter account and then be transferred to the Trust: Kellogg account.

(2) $4,198.60 of this amount will be transferred to the Reserve Account at the start of the 1958-59 fiscal year, making a total of $29,796.30 in the Reserve account as of July 1, 1958. The other $1,500 was budgeted as a Reserve for the Replacement of Major Equipment (a like amount is budgeted for 1958-59) and a separate account is being maintained on the books for the accumulation of this reserve.

THE NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
NETWORK ACCOUNT
REPORT OF EXPENDITURES
For Fiscal Year 1957 - 1958

SUMMARY

	Budget	Expenditures	Balance	
Salaries and Wages	$21,128.45	$20,411.25	$ 717.20	
Travel	400.00	112.90	287.10	
Supplies & Expenses	10,300.00	8,254.13	2,045.87	
Reserve for Replacement of Major Equipment	1,500.00	-	1,500.00	
Administrative Expense	1,666.67	1,442.54	224.13	
Contingencies (General)	4.88	-	4.88	
TOTAL	$35,000.00	$30,220.82	$ 4,779.18	(1)

SALARIES AND WAGES

	Budget	Expenditures	Balance
Network Manager	$ 4,800.00	$ 4,800.00	$ -
Asst. Net.Mgr.--Traffic	3,600.00	3,794.29	* 194.29
Asst. Net.Mgr.--Production	4,500.00	4,500.00	-
Duplicator Operators	4,350.00	4,130.21	219.79
Labor	2,184.00	1,794.70	389.30
Retirement	1,402.94	1,106.75	296.19
Workmen's Compensation	291.51	285.30	6.21
TOTAL	$21,128.45	$20,411.25	$ 717.20

(1) The difference between this balance and the one shown on the financial page (preceding page) is due to the fact that actual income was $919.42 more than the income anticipated for the year.

* Deduct-Deficit

SUPPLIES AND EXPENSES

	Budget	Expenditures	Balance
Mailing, Express, Freight	$ 4,000.00	$ 3,667.11	$ 332.89
Mailing Materials	500.00	160.77	339.23
Office Supplies & Expenses	750.00	481.35	268.65
Telephone and Telegraph	500.00	265.07	234.93
Recording Service	50.00	50.00	-
Recording Tape (Incl. boxes and reels)	3,500.00	3,358.37	141.63
Equipment (Incl. repairs and parts)	1,000.00	271.46	728.54
TOTAL	$10,300.00	$ 8,254.13	$ 2,045.87

INCOME

	Budget	Actual Receipts
Network Fees	$35,000.00	$34,653.50
Other Income (1)	4,100.00	5,365.92
TOTAL	$39,100.00	$40,019.42

	Receipts
(1) Other Income:	
Sale of Publications	$ 527.90
Tapes Sold, Rented, Dubbed	1,894.00
Reimbursable Services	2,944.02
TOTAL	$ 5,365.92

RESERVE FUNDS (1)

Balance 7/1/57	Expenditures	Receipts	Balance
$25,361.62	$263.92	$500.00	$25,597.70

(1) Represents balance remaining as of June 30, 1957. Expenditures represent those incurred during, or chargeable to, 1956-57, but not billed until the current year, plus unforeseen expenditures of an emergency nature. As noted on the first page of this report, $4,198.60 remaining in the general account as of June 30, will be transferred as of July 1, 1958 to the Reserve Account making a total of $29,796.30, of which $500 is encumbered as noted below.

(2) Represents $500 received from NAEB Treasurer for a series of radio programs to be produced by Station KUOM (and Professor E.Z. Ziebarth) and now held in escrow in this account until the series is completed, at which time it will be paid to KUOM.

RECAPITULATION OF NETWORK ACCOUNT STATUS AS OF JULY 1, 1958
(After transfer of 1957-58 balance to Reserve Account)

Reserve Account (General)	$29,296.30
Reserve for Replacement of Major Equipment	1,500.00
Held in Escrow for KUOM	500.00
	$31,296.30
Less Amount due from NAEB Treasurer for reimbursable expenses	497.59
Balance (Cash on deposit with University)	$30,798.71

COPY

Sent for the information of

file

(carefully)

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
14 GREGORY HALL
URBANA, ILLINOIS

August 23, 1958

Dr. Maurice F. Seay, Director
Division of Education
W.K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Maurice:

This will acknowledge, with the sincere thanks of our Association, receipt of the W.K. Kellogg Foundation check in the amount of $45,944.00. This is the third payment on the three-year commitment of assistance to the National Association of Educational Broadcasters.

This check is being delivered, on Monday, to the Bursar's Office of the University of Illinois for deposit to our Trust: Kellogg account.

Once again, on behalf of the NAEB, our most sincere thanks for the understanding and support of the W.K. Kellogg Foundation.

Most Sincerely,

Harry J. Skornia
Executive Director

cc: President David D. Henry
Mr. Lyle Dahlenburg
Mr. F.E. Schooley
Mr. H.E. Hill

W. K. KELLOGG FOUNDATION
250 CHAMPION STREET
BATTLE CREEK, MICHIGAN

DIVISION OF EDUCATION
MAURICE F. SEAY
DIRECTOR

PHONE WO 8-8118

RECEIVED
NAEB HEADQUARTERS
AUG 23 1958
AM 7|8|9|10|11|12|1|2|3|4|5|6 PM

August 22, 1958

Dr. Harry J. Skornia
Executive Director
National Association of Educational Broadcasters
University of Illinois
Urbana, Illinois

Dear Harry:

Our Foundation check for $45,944, made payable to the University of Illinois, is enclosed. This check is our payment for the third year of our commitment made to your Association. Please acknowledge receipt of the check.

Your budget for 1958-59, which I am now approving, totals $49,948; at the end of the 1957-58 fiscal year, you had a cash balance of $4,004.26; deducting this cash balance from the total of your 1958-59 budget leaves a balance of $45,943.74. In order to simplify our accounting procedures, our check has been made for $45,944.

Your annual program report, including the special report of your Permanent Financing Committee, are very fine and indicate that you continued to accomplish the objectives of your project. We wish to express our thanks to the officers of your Association and to the members of the special committee and to the staff of your Association.

Sincerely and with best wishes,

Maurice F. Seay

MFS:wjl
enc.

Kellogg

September 9, 1958

TO: Richard B. Hull

FROM: Harry J. Skornia

Dear Dick:

As I told you and Schooley, Kellogg suggested that we come prepared to cover and/or go over several things:

1) Review the Permanent Financing Report---and complete it. "Completing it" will involve reporting that, as it now appears, we shall "clear" about $250.00 on the NAEB-Purdue Conference, which was an experiment in self-financing seminars. (For the Permanent Financing Committee Report, see Exhibit I in the July 1, 1957 - June 30, 1958 NAEB Annual Report.)

I thought I might do this fairly briefly

2) Review other sources of grants to the NAEB. (This was done in last year's annual report: colored pages. It will need only to have 1957-58 $96,000 added to the Ford section). Then we can all be prepared to answer questions and explain most recent developments.

3) Present, for discussion, request, suggestions of 2 kinds.

a) A minimal request to cover another 2 or 3 years of assistance of..Headquarters---since we're not yet fully self-supporting. Hill is pulling this out of earlier reports, and it will be sent to you and Frank as soon as it's ready.

b) The same plus "the most important project or activity" we might ask them to support. Though Jim Miles, who was in on one of my talks with Seay at Purdue, thought we might go over essentially the whole Ford package, I'm inclined to do only as Seay says. However, I'm not sure which to push. Therefore, in this first draft, here are two possible approach drafts:

(1) Professional Advancement
(2) Teacher Training Utilization Service

Can we combine these? If not, we should, before going in, decide which to push. I'll revise both and have copies after getting more dope, and discussing with Schooley.

Research might have been a natural. However, since Seay says they don't support research as such, this was, we felt, not the one. Instead, for your information, in keeping with Hill-Elliott provisions (see photostat of NEA interpretation of its provisions), I've drawn up possible first drafts of projects called:

(1) Research Request
(2) Teacher & Educational Development Request

for possible discussion by Schooley with HEW officials, if the opportunity arises, while he's in Washington this week for JCET Board meetings.

Finally, UNESCO staff, Crary, Yourd, Steetle and Dorothy Smith are having dinner together tomorrow night in Washington to discuss the Center's draft of a possible request to the Fund for The Advancement for $30,000.00 or so for the Center to host an International Seminar at Ann Arbor. Since I didn't hear of this meeting until today, I was unable to change reservations in time to get in to it.

I shall be at the UNESCO National Commission meetings September 11 and 12, however, and shall try to get further word on this from Guy Lee and others at that time.

For your information and Frank's, I'll be in New York September 16-21 for CMO Executive Committee, meeting Region I, NAEB Conference, and other meetings. Although Jim Armsey and others are expected at the NAEB meeting, I propose not to discuss Foundation Relations with them. I trust you and Schooley will decide next steps to be taken with Armsey and others. It is because I shall be in the office so little between now and the time I meet with you and Frank at Kellogg's that I am sending you everything I can, as far in advance as possible, even if it's slightly hastily done.

Sincerely,

Harry J. Skornia
Executive Director

HJS:jg
CC: Frank Schooley
Enclosures (5)

TO: Frank E. Schooley
Richard B. Hull

FROM: H. J. Skornia

DATE: September 10, 1958 (Second item)

Yesterday you were sent, among other things, two documents to be used as starting points for consideration for a Professional Advancement Proposal that might be submitted to Kellogg as the second of the two requests to discuss with them. These were sent out by me in that form because I feared no further work could be done on this before I left today for Washington. I mentioned the possibility of combining these, and promised later revisions.

Here is one later revision which Harold Hill has come up with, combining the two. Although he had discussed this some with me earlier, when I asked him to draft it, the attached draft is his, and he deserves full credit for it. If this "line" seems acceptable, of course, we shall have to expand this, explaining objectives and projects to be realized and recasting somewhat into proposal form.

I might comment briefly on the numbered points in the attached:

1. I agree

2. I likewise fear that Kellogg won't give money for Staff, like coordinators. My earlier drafts were essentially copies of appropriate sections of Ford request, for us to revise. We would have to have (and should expand on and mention this in later draft) good consultants, since staff shortage has been one of our problems all along. This is one point on which I am perhaps more fearful of over-commitment than Harold is, though realistically I'd guess we're likely to be forced into what he suggests.

3. I agree. See attached copy of draft by Adkins of recommendations from utilization seminar. Some of these would need to be incorporated.

4. I'm less enthusiastic about this than I would be if we had a fine full-time editor and if I were sure that the impression on the thousand or so people would always be favorable. I think since Kellogg has supported grants for educational journals etc., that we might explore getting a part of this grant allocated for editorial assistance rather than, or more than, for more distribution only. In this case we

might want to increase the $6,000.00 (last budget item) slightly ... or do you Frank, think this adequate?

Budget: Might be a bit large. I'd think about or slightly under $50,000.00 per year, might hit Kellogg better. But this basis might be okay for discussion September 24.

What do you think?

HJS: jg
Enclosures (2)

Proposal for Professional Advancement Activities

I am basing the fiscal material presented below on the following premises which I feel are important.

1 - I believe we should abandon the Scholarship program because it has not really proved to be very successful in my opinion. If we were in a position to offer larger scholarships, it might be worthwhile, but under the circumstances I believe our money can better be spent, and do more good, for seminars and workshops and workshop grants-in-aid.

2 - I believe this request (for funds for professional advancement activites) should be tied in, to a certain extent, with our request for operational money for Hq. I think we should ~~point out~~ not request money for a coordinator for professional advancement activities, but should point out that if such a grant is forthcoming we will be able to coordinate the activities by merely supplementing our present staff somewhat. We should point out that this is the most feasible and economic method since it is difficult to get good people (other than secretarial) on a short-term basis. We could handle the grant by adding some secretarial help, and even a part-time graduate assistant if necessary, but the basic work would be done by us and part of the grant would be used to pay our salaries, thus cutting down the size of the operational request, should this grant be made.

3 - I believe the normal activities we have been carrying on in this field should be combined with new and increased activity in the area of utilization, and we can use the recommendations of the recent utilization seminar to back this up, especially since some pretty good teacher-training people were there and concurred. I believe we should try to set up regional and local seminars and workshops on utilization. Teachers and broadcasters would pay their own expenses (which wouldn't be too great if meetings are held in several locations) and we would provide the leadership and consultants.

4 - Schooley mentioned that he thought it would be a good idea to try to get some money to give complimentary subscriptions to the Newsletter and Journal to leading educators. I agree that this might add more prestige to the organization than most things we could do and might ultimately lead to a broader and firmer base of operations. I also believe that this should be tied in with the professional advancement grant rather than the operational budget.

Based upon the above, I would recommend that we request the following budget for each of three years, beginning July 1, 1959 and ending June 30, 1962:

Salaries (portion of Hq. staff salaries, plus needed additional help)*	$20,000.00
Travel	4,000.00
Supplies and expenses (incl. anncts., reports, office supplies)	5,000.00
Four seminars and/or workshops for broadcasters	24,000.00
Workshop Grants-in-Aid	6,000.00
Funds for leadership, travel and consultants for utilization seminars on a local and regional basis - four of them.	8,000.00
To provide 1000 complimentary subscriptions for the Newsletter and Journal to educational leaders	6,000.00
Yearly total	$73,000.00

Note-$3,650 per year would have to be added to this for University administrative charges if this grant were made to the University in our name.

*For utilization seminars I would propose that we hire an educational consultant to help plan and acrry these out, but this would not be a full-time man on our staff, Rather, it would be someone like Wells Foshay whom we would pay a retianer to help us with these and act as a consultant to some or all of them.

September 10, 1958

TO: Frank E. Schooley, Richard B. Hull

FROM: Harry Skornia

Herewith, as pulled together by Harold Hill (with minor modifications made in discussion together yesterday) is the minimal Budget proposal promised you, for discussion with Kellogg.

It will be noted that it would involve $60,000.00 from Kellogg, on a diminishing 30-20-10-thousand dollar basis for three years. Whether without Ford funds, our "other income" can be increased, as indicated, is far from a certainty. However, I believe we have no alternative but to work at it.

If you have any ideas to include before we finalize this, let me know as quickly as possible.

I'll hope to get into the mail also, before I leave today, a second draft of a Professional Advancement proposal --- which combines the two sent yesterday.

HJS:jg
Enc.

Proposal for budget for minimal operation for Headquarters

Summary	Proposed 1st Year	Proposed 2d & 3d Year	Current Budget
Salaries & Wages	$27,725.00	$23,105.00	$32,019.00
Seminars, Travel & Research	3,500.00	3,500.00	10,000.00
Supplies & Expense	3,000.00	3,000.00	5,550.00
Administrative Expense	1,711.00	1,480.00	2,379.00
Totals	$35,936.00	$31,085.00	$49,848.00

Salaries & Wages (1)			
Executive Director	$10,800.00	$ 9,000.00	$12,000.00
Associate Director	8,280.00	6,900.00	9,200.00
Secretary	3,510.00	2,925.00	4,200.00
Clerk-Steno	2,700.00	2,250.00	2,880.00
Labor, Misc.	--	--	1,000.00
Retirement	2,056.00	1,714.00	2,300.00
Workmen's Compensation	379.00	316.00	439.00
Totals	$27,725.00	$23,105.00	$32,019.00

(1) Due to the increasing amount of time devoted to Network matters by the Headquarters staff (for which there has previously been no budgetary adjustment) it is proposed that as of July 1, 1959, 10% of Headquarters salaries (and Retirement and W.C.) be paid from the Network budget, and that as of July 1, 1960 this proportion be increased to 25%. Therefore, the amounts shown above are only 90% and 75% respectively of the amounts to be paid.

Seminars, Travel and Research	Proposed	Current
Seminars	$ --	$ --
Regional Meetings	--	1,500.00
Executive Committee and Directors' Meetings	750.00	1,500.00
Office(r) Travel	2,000.00	3,500.00
NAEB Committees	750.00	1,500.00
Research	--	2,000.00
Totals	$ 3,500.00	$10,000.00

Supplies and Expenses		
Mailing, Express & Freight	$ 1,000.00	$ 1,200.00
Office Supplies and Expenses	800.00	1,000.00
Periodicals, Books, etc.	200.00	500.00
Telephone & Telegraph	400.00	500.00
Equipment (incl. parts replacement & repairs)	100.00	350.00
Publications and Reports	500.00	2,000.00
Totals	$ 3,000.00	$ 5,550.00

Proposed Kellogg Request Based on Above

	1959-60	1960-61	1961-62
From Kellogg	$30,000.00	$20,000.00	$10,000.00
Other Income (1)	5,936.00	11,085.00	21,085.00
Totals	$35,936.00	$31,085.00	$31,085.00

(1) At the present time (1958 budget), general NAEB income is approximately $7,800 more than budgeted expenses. It is felt that, even with the present income (of approximately $18,000) budgeted expenses could be reduced sufficiently to make the excess closer to $10,000 annually. An increase in the number of Individual members, possibly increased income from Industrial Associates and Sustaining members, plus a possible increase in dues could provide a general NAEB income which would exceed budgeted expenses by $12,000. (This

amount accumulated during each of the next three years would total $36,000 which would practically provide the funds indicated above as needed from Other Income.) To this we should be able to add a few thousand more each year from the following: profit-making seminars, administrative charges on other foundation supported projects, sale of publications, reimbursable services, etc. There is also, at present, approximately $65,000 total surplus in the general NAEB Treasury and the Network account, which could be drawn upon in case the aforementioned sources of income did not materialize to the extent anticipated. It seems appropriate and feasible, if we are to look to a future at all, that we should be willing to appropriate $10,000 - 15,000 from the reserves, in the next three years, to keep the present operation going with a minimum curtailment of services. If we do keep the operation going at approximately the present level, and educational broadcasting enjoys the growth we all expect, the problem of support will be lessened as the movement grows and the Association will not have suffered a serious set-back which must be overcome. If, on the other hand, we put our heads in the sand and cut back too much (in order to save the present reserves intact) we may not be in a position in a few years to assume again a more active leadership in the growing field. The Association has made tremendous strides in the past eight years. It would be a shame to, in effect, waste that progress by reverting to practical inactivity.

September 15, 1958

Dr. Maurice F. Seay, Director
Division of Education
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Maurice:

We apparently made an error in our office at the time we sent you our final fiscal report for the past year. My covering letter indicated that our total grant from the foundation for the 1958-59 fiscal year had been approved as $49,948. Actually this amount represents our total budget, of which $4,100 is to be derived from other income, leaving $45,848 as the amount of the grant.

Therefore, the $4,004 (rounded off) left as of June 30, 1958 should have been deducted from $45,848 rather than from $49,948, making the current grant $41,844, rather than the $45,944 actually forwarded by you August 22.

We regret this error, and apologize for any problems that it might have resulted in for you. We are calling this to your attention so that you may advise us what you wish us to do with the $4,100. We have a suggestion to make if you will not feel it presumptuous.

As you and I discussed at the recent Purdue Seminar, we are hopeful that we may be permitted to use the entire $141,000 originally granted for the period July 1, 1956 - June 30, 1959. So far we have received $136,851, as follows: 1956-1957 grant - $46,221; 1957-1958 grant - $44,686; 1958-1959 grant (including the $4,100 overpayment) - $45,944. This leaves $4,149 of the total grant so far not committed.

You will recall that this year's budget did not include any funds for a seminar because the foundation permitted us to use two-year's seminar funds during the last fiscal year to conduct a research seminar. Therefore, we would like permission to use the $4,100 already received to conduct a seminar during the spring or summer of 1959. We would like to anticipate using the remaining $4,149 (still being held by the foundation) to help defray operating expenses for a couple of months after the termination of

Dr. Maurice F. Seay September 15, 1958

the current grant on June 30, 1959, specifically including payment of the salaries of the Executive Director and the Associate Director for the months of July and August, 1959. You will recall that we discussed at Purdue the fact that Harold Hill and I have University appointments running from September 1 to August 30.

Perhaps you do not care to make any decision regarding the above suggestions at this time. In this case we will be happy to return the $4,100 already received, or to hold it pending word from you as to what disposition should be made of it. If you would like any other background information on this, please let me know. Again, our apologies for this error on our part regarding this year's grant.

Sincerely,

Harry J. Skornia
Executive Director

HJS:cmr
CC: F. E. Schooley
Richard B. Hull
H. E. Hill

Kellogg ?

KELLOGG PROPOSAL FORM

Summary of situation in the field -

- Emphasis on closed circuit etc.
- Vaguely describe NAEB position, in relation to other agencies
- Review Kellogg support so far: Network and present permanent financing proposal. Then enclose

A. Present Minimum one (as discussed)
B. Bigger one including research and in-service education (seminars)

Explain what comes from outside sources. Get it in during the next month.

- Separately request to extend present commitment (show how) from 12 to 14 months.

For increase request item: number in priority:

1. Seminars
2. Clearing House (research function)
3. International Exchange
4. Research

- Original order (in disucssion with Kellogg)

1. Seminars
2. Research
3. Clearing House
4. International Exchange

DRAFT ONLY: NOT FINAL VERSION

RECOMMENDATIONS FROM THE NAEB SEMINAR ON INSTRUCTIONAL USES OF TELEVISION AND RADIO

1. It is recommended that the NAEB make contact with the ASCD to bring about a cooperative study of the actual and potential uses of television and radio in education and of the respective roles and responsibilities of teachers and educational broadcasters in using these media in accomplishing the aims of education.

2. It is recommended that the NAEB initiate group action with appropriate professional educational organizations to bring about the preparation anddistribution of a series of kinescope recordings (with related guides, outlines, and manuals) dealing with principles, practices, problems, and examples of classroom utilization of educational television and radio. The use of these kinescope by instructional staffs of teacher training institutions and public school systems should be facilitated and promoted.

3. It is recommended that educational broadcasters, in collaboration with school and college personnel in supervision and curriculum, initiate local and regional workshops in which educational broadcasters and teachers would work jointly on the problems of classroom utilization of radio and television.

4. It is recommended that the NAEB explore the possibilities for preparing a publication describing current practices in teaching by radio and television. The use of such a publication in certain courses in teacher training institutions should be encouraged.

5. It is recommended that contact be made with appropriate professional educational organizations in an effort to bring about the inclusion of suitable material relating to the educational uses of radio and television as a part of required courses for teachers.

6. It is recommended that samples of study guides, teachers' handbooks, and other aids to utilization be distributed as widely as is practical to other educational radio and television stations and production agencies.

7. We endorse the recommendation for the establishment of a national repository of kinescope recordings of in-school programs at the E.T.R.C.

8. It is recommended that research be undertaken to compare results of instruction by television with results of instruction that represents the range of teaching in the classroom. It was felt that most comparative studies have compared television teaching with "the best" of classroom teaching rather than with either the average or the range of classroom teaching.

9. It is recommended that the NAEB intensify its efforts to facilitate and simplify the clearance of films, music, and other related materials for use on educational broadcasts.

10. It is recommended to the NAEB Board of Directors that ways and means be found (1) to stimulate a continuing program of creative educational planning in the area of instructional broadcasting and (2) to finance and organize projects arising from such planning.

# # #

9/23/58

Proposed Budget for NAEB International Relations Project

The NAEB has been very active in the field of international exchange of broadcasting personnel, information and programs, and it is felt that activity in this area should be increased in view of the growing need for international understanding.

The Association is a member of the European Broadcasting Union, International University of the Air and Prix Italia. However, it has been possible to have an NAEB representative attend certain important international broadcasting meetings only when an NAEB member was already in Europe as a Fulbright scholar, or on other business, because the Association has not been in a position to pay expenses. The result has often been representation of a quality which does credit neither to the NAEB nor the United States. This has also been true at meetings sponsored by UNESCO where the NAEB has been asked to represent the United States. Funds for such representation should be obtained.

Shortage of funds has also prevented the development of an effective and productive exchange of programs between the NAEB and European countries. The Association has provided some programs, nearly always in English which lessens their exchange value, to other countries and has given many of its programs to the Voice of America. Such an exchange would be greatly improved if it were possible to develop programs specifically for export, especially if some of these could be done in the language of the countries to which they were to be shipped. Funds should be secured to explore the development of such programs.

Based on the above needs, it is proposed that an annual budget of $5,000 be established to meet the most pressing needs in the international field. Such funds would not necessarily be earmarked for specific purposes, but would be available for any necessary expenditures in the area.

September 23, 1958

TEACHER AND EDUCATIONAL DEVELOPMENT REQUEST
(POSSIBILITY)

This proposal is for funds to provide for the development of services to teachers and administrators of the U. S., in educational uses of television and radio for education, rather than in broadcasting as such. A central source of guidance and information in the uses and evaluation of these media is needed if efforts and funds are not to be wasted in needless duplications, contradictions and confusions. This Service would be closely integrated in its functions with Research, Workshops, Seminars, studies, and reports for administrators, TV and radio teachers and teacher-users, alike, would be tangible products of this service.

Teachers Colleges as well as other Universities and Colleges would be encouraged and assisted to provide the type of courses and training necessary to meet wholly new problems of education and curriculum revision in an electronic age. Adult education, now too often patterned on schoolroom practices designed for children, would also be an important area of activity. The need is established and all these groups currently are requesting assistance of this sort from the NAEB.

This Department will also provide teacher's associations and conventions, the ACE, the NEA, Audio-Visual groups and individual teachers and school administrators the type of materials, consultations, training sessions and other assistance needed if American education's present efforts are to be given organization and order. For this post, as for others requested, a recognized educator, probably not a broadcaster, will be employed —— one who will earn and command the respect of educators.

The Annual Budget proposed for this project, on a 3 year basis, is as follows:

Salary - Coordinator	$16,500
Salaries - Secretarial	4,400
Travel	3,300
Seminars and Workshops	12,000
Reports	5,000
Supplies and Expenses	3,000
	$43,900

HJS/dfc

TEACHER TRAINING AND UTILIZATION SERVICE

During the past few years the pressures on both American education and the new instruments becoming available for its use have greatly multiplied. These pressures have been felt increasingly by the NAEB and its rapidly growing membership. The present request is responsive to those pressures and the needs of education today.

This proposal is for funds to provide for the development of services to teachers and administrators of the U.S., in educational uses of television and radio for education, rather than in broadcasting as such. A central source of guidance and information in the uses and evaluation of these media is needed if the broad interests of eduction, rather than only those of television and radio, are to be served.

Through these services teachers' colleges as well as universities and colleges generally would be encouraged and assisted to develop the type of workshops, courses and training necessary to meet wholly new problems of education and curriculum revision in an electronic age. Adult education, now too often patterned on school-room practices designed for children, would also be an important area of emphasis.

For this post, as for others requested, a recognized specialist,not necessarily a broadcaster, will be employed --- one qualified to earn and command the respect of educators.

Annual Budget, on three-year basis:

Salary - Coordinator	$16,500
Salaries - Secretarial	4,400
Travel	3,300
Seminars and Workshops	12,000
Reports	5,000
Supplies and Expenses	3,000
	$43,900

W. K. KELLOGG FOUNDATION
250 CHAMPION STREET
BATTLE CREEK, MICHIGAN

DIVISION OF EDUCATION
MAURICE F. SEAY
DIRECTOR

PHONE WO 8-8118

September 26, 1958

RECEIVED
NAEB HEADQUARTERS
SEP 27 1958
AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

Dr. Harry J. Skornia
Executive Director
Nat'l. Ass'n. of Educational Broadcasters
University of Illinois
Urbana, Illinois

Dear Harry:

I think that I will come to the NAEB Convention for one day. I have an appointment in Chicago for the evening of the 13th and will catch a night train getting in Omaha at 8:00 o'clock on the morning of the 14th. I will leave there that night, soon after midnight, back to Chicago. I would like to have a room for the 14th and would hope it could be available to me that morning when I arrive. It would be nice if you and Frank and Hall and I, with any others whom you might suggest, could have dinner together, but I realize that this might not be at all convenient.

Sincerely and with best wishes,

Maurice F. Seay

MFS/fh
cc - Frank Schooley

9/28/58

Proposed Budget for Professional Advancement Activities

For the past several years the NAEB has utilized funds from both the W. K. Kellogg Foundation and the Ford Foundation (or Funds established thereby) to carry on professional advancement activities in the field of educational broadcasting. These activities have been especially important in view of the increasing number of stations going on the air and the increasing responsibility being assumed by all educational stations, which reveals the national shortage of well-qualified educational broadcasters. The workshops, seminars and scholarships made possible by foundation grants have begun to enable educational stations to train their personnel, with a resultant improvement in the professional caliber of educational broadcasters. However, there is still much to do before a real "profession" of educational broadcasters is established.

A careful re-examination of the NAEB's activities in this area, and an analysis of the future role the NAEB should assume, indicates the following:

1 - There is a definite need, probably more pressing now than ever before, for continued professional advancement activities to meet the need for more properly trained personnel in the educational broadcasting field.

2 - These activities, which have recently been conducted on a year-to-year basis due to the uncertainty of foundation support, need to be underwritten over a period of at least three years to enable the NAEB to plan the best possible course of training and to permit a continuity not previously possible.

3 - There is an urgent need for training activities in the field of classroom utilization. The recent NAEB seminar on the Instructional Uses of Television and Radio brought together, for the first time, those responsible for planning in-school programs and representatives of teacher-training institutions responsible for teaching of methods courses to future teachers. Those in attendance at this seminar were unanimous in the opinion that the NAEB should conduct seminars on utilization at the regional and local level. The NAEB feels that such seminars and workshops are essential if educational television and radio are to be utilized to their fullest extent in the classroom.

4 - If a three-year professional advancement program is set up, much of the time and energy of the Headquarters staff should be devoted to planning and carrying it out. It is not felt economical to hire someone new to coordinate these activities, especially in view of the difficulty of hiring a top-flight man on a short-term basis. Additional secretarial help would have to be added for short periods. If such a project can be financed, a reduction in the Headquarters operational budget might be possible since a portion of certain salaries could be paid out of the professional advancement funds. For utilization seminars and workshops it is anticipated that educational consultants would be engaged to help plan and carry them out. However this would not be a regular, full-time staff addition. Rather it would be someone of the caliber of Dr. Wells Foshay, to whom a retainer would be paid.

5 - One of the problems facing educational broadcasting is the lack of real understanding on the part of many influential educators. The NAEB believes that money invested in "educating" these men would be more than repaid in the increased understanding they would have of the educational broadcasting field. This, too, is a form of "professional advancement," and definite progress could be made if it were possible to provide free copies of the NAEB Journal and Newsletter to these leading educators. However, the NAEB is not now financially able to hire a full-time editor. Consequently the Newsletter is edited by a regular staff member who has several other responsibilities, and the Journal is edited on a part-time basis by a person working for a local radio station. Under the circumstances, it is conceivable that widespread distribution of these publications might bring about more unfavorable than favorable reaction. Therefore, before more widespread distribution is undertaken, it is believed essential that a full-time qualified editor be employed at a salary of approximately $6,000 per year, so that these and other publications might be coordinated in content and format, and developed to the extent necessary to make them genuinely professional in approach.

6 - The scholarship program should not be continued because it has not been possible to provide scholarships of a sufficient amount to permit an intensive course of study. It is therefore felt that the same amount of money will produce better results through the holding of seminars and workshops, and the granting of grants-in-aid to existing workshops to permit them to upgrade their staffs.

Based upon the preceding analysis of the need, the following annual budget (for each of three years) is proposed:

Salaries (portion of Headquarters staff, plus consultant(s), editor, and needed additional secretarial help)	$26,000.00
Travel	4,000.00
Supplies & Expenses (including announcements, reports, and office supplies)	5,000.00
Four national seminars and/or workshops for educational broadcasters and radio and television teachers	24,000.00
Workshop Grants-in-Aid	6,000.00
Funds for leadership and consultants for four utilization seminars, for teachers, on a local and/or regional basis (no travel included)	8,000.00
To provide complimentary Journal and Newsletter subscriptions to educational leaders	6,000.00
Annual Total	$79,000.00

September 23, 1958

Kellogg

October 2, 1958

Dr. Maurice F. Seay, Director
Division of Education
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Maurice:

Thank you for your letter of September 30, regarding disposition of the $4,100.00 over-payment in our current budget. We are following your suggestion for carrying it as an item designated "Contingencies". This will not be used except with your prior approval.

I'm glad to hear that you've received The Investigator LP and Stringfellow Barr's book Purely Academic. We've had a great deal of enjoyment from both.

Our best wishes. We'll look forward to seeing you in Omaha on Tuesday. The hotel has been requested to have a room ready for you at 8 AM.

Sincerely,

Harry J. Skornia
Executive Director

HJS/dfc
CC: Mr. Frank Schooley
Mr. Richard Hull

W. K. KELLOGG FOUNDATION
250 CHAMPION STREET
BATTLE CREEK, MICHIGAN

September 30, 1958

DIVISION OF EDUCATION
MAURICE F. SEAY
DIRECTOR

PHONE WO 8-8118

RECEIVED
NAEB HEADQUARTERS
OCT 2 1958
AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

Dr. Harry J. Skornia, Exec. Director
National Association of
Educational Broadcasters
University of Illinois
Urbana, Illinois

Dear Harry:

Until we have made some decision with respect to your request for additional support to the NAEB, I suggest that your current budget be increased by $4,100 (the amount of over-payment which was made in August) and that it be placed under an item designated "Contingencies" and that we have an understanding that you will not use funds from this item except with approval from us in advance.

Sincerely and with best wishes,

Maurice F. Seay

MFS/fh

W. K. KELLOGG FOUNDATION
250 CHAMPION STREET
BATTLE CREEK, MICHIGAN

DIVISION OF EDUCATION
MAURICE F SEAY
DIRECTOR

PHONE WO 8-6118

October 6, 1958

Dr. Harry J. Skornia, Exec. Director
Nat'l. Ass'n. of Educational Broadcasters
University of Illinois
Urbana, Illinois

Dear Harry:

I have revised plans for my trip slightly. I need to go to the University of Nebraska for the morning of the 14th and will arrive in Omaha about the middle of the afternoon instead of early that morning.

Sincerely,

Maurice F. Seay

MFS/fh

October 7, 1958

Dr. Maurice F. Seay, Director
Division of Education
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Maurice:

Thanks for your note. We are notifying the hotel that you will now arrive at the hotel in midafternoon, October 14, instead of at 8 AM.

It is possible that most of us will be out at SAC Headquarters when you arrive, but we'll see you later in the afternoon and evening, as planned.

Sincerely,

Harry J. Skornia
Executive Director

HJS/dfc
CC: Frank Schooley
Jack McBride
Harold Hill

W. K. KELLOGG FOUNDATION
250 CHAMPION STREET
BATTLE CREEK, MICHIGAN

DIVISION OF EDUCATION
MAURICE F. SEAY
DIRECTOR

PHONE WO 8-8118

October 6, 1958

RECEIVED
NAEB HEADQUARTERS
OCT 7 1958
AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

Dr. Harry J. Skornia, Exec. Director
Nat'l. Ass'n. of Educational Broadcasters
University of Illinois
Urbana, Illinois

Dear Harry:

I have revised plans for my trip slightly. I need to go to the University of Nebraska for the morning of the 14th and will arrive in Omaha about the middle of the afternoon instead of early that morning.

Sincerely,

Maurice F. Seay

MFS/fh

Draft

October 10, 1958

Dr. Maurice F. Seay, Director
Division of Education
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Maurice:

The National Association of Educational Broadcasters herewith respectfully requests permission to use funds in the amount of $8,249.00 from the current W. K. Kellogg Foundation Grant to permit continued operation of the NAEB Headquarters for the interim period, July 1, 1959 to August 31, 1959. This, in essence, would extend the fiscal year of the current W. K. Kellogg Foundation Grant to the NAEB from 12 to 14 months.

The three-year grant, made February 23, 1956, to cover the period July 1, 1956 to June 30, 1959, was in the amount of $144,000. Of this amount the Foundation has actually issued checks in the amount of $136,851 as follows:

For 1956-1957	$46,221.00
For 1957-1958	44,686.00
For 1958-1959	45,944.00
Total	$136,851.00

This leaves an untransmitted balance of $4,149. In addition, $4,100 of the 1958-1959 grant, already transmitted to the NAEB, is uncommitted and held as a contingency item, in accordance with instructions contained in the Foundation letter to us of . These two sums represent the balance, remaining from the original grant of $144,000, of $8,249.00.

At the present time the Association plans to change its fiscal year to the period September 1 to August 31, and a request is being submitted to the Foundation for a new grant beginning September 1, 1959. This present request is designed to cover the interim period between July 1, 1959 and August 31, 1959.

Since the University of Illinois fiscal year, under which salaries of the Executive Director, Associate Director and others are paid, runs through August 31, such approval would insure the availability of funds for the maintenance of NAEB Headquarters operation during July and August.

In preparing the budget (herewith attached) for the two-month period, "fixed" items, such as salaries, mailing expenses, office supplies, etc., were calculated at one-sixth the current 1958-1959 budget. Certain items, such as equipment, research, regional meetings and executive committee meetings have been eliminated.

However, it is felt that an effort should be made to hold a national seminar, to carry on the professional advancement activities of the Association, in the summer of 1959. Although the amount actually budgeted for the Seminar in the attached budget ($1,642) is realistically too small, it is anticipated that, with certain stringent economies, a small balance can be carried forward from this year's operation which could be used to supplement the funds earmarked for such a seminar. It is hereby requested that the Foundation permit the Association to add to the $8,249 herein requested any balance remaining from the current 1958-1959 budget as of June 30, 1959, to enable the Association to conduct a seminar on the level of those held in the last few years. This would involve no additional commitment of funds beyond those authorized in the present grant.

In summary, then, the Association requests permission from the Foundation to use the $8,249 uncommitted balance from the original three-year grant of $111,000, plus any balance remaining from the 1958-1959 operational budget to carry on the Headquarters operation during the [redacted] period, July 1, 1959-August 31, 1959, and to conduct one seminar from any available balance which may remain.

We should be most grateful for the Foundation's consideration of this request, and shall be glad to provide any additional explanation which may be needed.

Sincerely,

Harry J. Sharnis
Executive Director

HJS:cmc

Supplementary Budget Request for the Period July 1, 1959 - August 31, 1959

Summary (Detail below)	
Salaries and Wages	$5,179.00
Seminars and Travel	2,242.00
Supplies and Expenses	435.00
Administrative Expense	393.00
TOTAL	$8,249.00

Salaries and Wages	
Executive Director	$2,000.00
Associate Director	1,534.00
Secretary	700.00
Clerk-Steno	490.00
Retirement (8.133% of salaries)	384.00
Workmen's Compensation (1.5% of salaries)	71.00
TOTAL	$5,179.00

Seminars and Travel	
Travel, Office (r)	$ 600.00
Seminar	1,642.00
TOTAL	$2,242.00

Supplies and Expenses	
Mailing, Express, Freight	$ 200.00
Office Supplies and Expenses	185.00
Telephone and Telegraph	50.00
TOTAL	$ 435.00

Income

The income of $8,249 is the amount herewith requested from the W. K. Kellogg Foundation. This is the balance remaining from the $141,000 originally granted to cover the three-year period, July 1, 1956 - June 30, 1959. Grants have been made each of the three years, as follows:

1956-1957	$46,221.00	
1957-1958	44,686.00	
1958-1959	41,844.00	(1)
TOTAL	$132,751.00	

(1) The actual amount received this fiscal year was $45,944. However $4,100 of this is being held as a contingency item, in accordance with the Foundation's letter to us of . This amount is included in the total remaining balance of $8,249.

HJS:cmc
10/10/58

DRAFT REQUEST #2 DRAFT

For Reduction and Modification

Those items marked with an asterisk in the budget below are for additional services not included in Request #1, and are requested in the following priority order: Seminars and Workshops, Materials Distribution, International Relations, and Research.

Proposed Annual Budget:

Summary	
Operational Salaries and Wages	$30,800.00
Travel and NAEB Meetings	3,500.00
Supplies and Expenses (Headquarters operation)	3,000.00
Seminars and Workshops * (1)	24,000.00
Materials Distribution * (2)	17,894.00
International Relations * (3)	10,000.00
Research * (4)	25,760.00
Administrative Expense (5% to University of Illinois) (5)	5,743.00
Totals	$120,697.00

Operational Salaries & Wages	
Executive Director	$12,000.00
Associate Director	9,200.00
Secretary	3,900.00
Clerk-Steno	3,000.00
Retirement	2,280.00
Workmen's Compensation	420.00
Totals	$30,800.00

Travel and NAEB Meetings	
Executive Committee and Directors' Meetings	$ 750.00
Office (r) Travel	2,000.00
NAEB Committees	750.00
Totals	$ 3,500.00

Supplies & Expenses (Hq. Operations)	
Mailing, Express, Freight	$ 1,000.00
Office Supplies & Expenses	800.00
Periodicals, Books, etc.	200.00
Telephone & Telegraph	400.00
Equipment (incl. parts replacement and repairs	100.00
Publications and Reports	500.00
Totals	$3,000.00

Seminars and Workshops (1)	
4 Seminars &/or Workshops @ $6,000 each	$24,000.00

Materials Distribution (2)	
Publications Editor	$7,200.00
Retirement and Workmen's Compensation	694.00
Publication Preparation, Collection & Distribution	10,000.00
Totals	$17,894.00

International Relations (3)	
Travel to International Conferences; Dues to European Broadcasting Union, Prix Italia, International University of the Air; Program Exchange Development; small funds for international scholar exchange facilitation	$10,000.00

C O P Y

October 23, 1958

Dr. Maurice F. Seay, Director
Division of Education
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Maurice:

The National Association of Educational Broadcastors herewith respectfully requests permission to use funds in the amount of $8,249.00 from the current W. K. Kellogg Foundation Grant to permit continued operation of the NAEB Headquarters for the interim period, July 1, 1959 to August 31, 1959. This, in essence, would extend the fiscal year of the current W. K. Kellogg Foundation Grant to the NAEB from 12 to 14 months.

The three-year grant, made February 23, 1956, to cover the period July 1, 1956 to June 30, 1959, was in the amount of $141,000. Of this amount the Foundation has actually issued checks in the amount of $136,851, as follows:

For 1956-1957	$46,221.00
For 1957-1958	44,686.00
For 1958-1959	45,944.00
Total	$136,851.00

This leaves an untransmitted balance of $4,149. In addition, $4,100 of the 1958-1959 grant, already transmitted to the NAEB, is uncommitted and held as a contingency item, in accordance with instructions contained in your letter to us of September 30, 1958. These two sums together represent the balance, remaining from the original grant of $141,000, of $8,249.00.

At the present time the Association plans to change its fiscal year to the period September 1 to August 31, and a request is being submitted to the Foundation for a new grant beginning September 1, 1959 on this new fiscal year basis. The request represented by this letter is designed to provide operating funds for the period between July 1, 1959 and August 31, 1959.

In preparing the budget (herewith attached) for the two-month period, "fixed" items, such as salaries, mailing expenses, office supplies, etc., were calculated at one-sixth the current 1958-1959 budget. Certain items, such as

Dr. Maurice F. Seay October 23, 1958

equipment, research, regional meetings and executive committee meetings, have been eliminated. However, it is felt that an effort should be made to hold a national seminar, to carry on the professional advancement activities of the Association, in the summer of 1959. Although the amount actually budgeted for the Seminar in the attached budget ($1,642) is realistically too small, it is anticipated that, with certain other economies, a small sum may be saved from other items in this year's budget which could be used to supplement the $1,642.00 earmarked from the $8,249 involved for such a seminar. It is hereby requested that the Foundation permit the Association to use any balance remaining from the current 1958-1959 budget as of June 30, 1959, to enable the Association to conduct a seminar of the type held in the last few years, within the limits of available funds. This would involve no additional commitment of funds beyond those authorized in the three year grant of $141,000.00.

In summary, then, the Association requests permission from the Foundation to use the $8,249 uncommitted balance from the original three-year grant of $141,000, plus any balance remaining from the 1958-1959 operational budget to carry on the Headquarters operation during the period, July 1, 1959-August 31, 1959, and to conduct one seminar from any available balance which may remain.

We should be most grateful for the Foundation's consideration of this request, and shall be glad to provide any additional explanation which may be needed.

Sincerely,

Harry J. Skornia
Executive Director

HJS:cmc

CC: F. E. Schooley
Richard Hull

Copy

October 23, 1958

Dr. Maurice F. Seay, Director
Division of Education
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Maurice:

In today's mail to you we are sending the following items:

1) A letter requesting permission to use $8,249.00, balance remaining from the current $141,000 grant, during July and August, 1959.

2) A request to the W. K. Kellogg Foundation, on an alternative basis (Request #1 being a minimal survival budget; Request #2 being the same plus a request for some additional funds, as discussed with you and Dr. Morris September 24) for the three year period September 1, 1959 to August 31, 1962, preceded by a general orientation and progress statement.

3) A listing of NAEB Seminars and Workshops held during the past nine years, as illustration of our professional development approach and activities.

It is our understanding that the special Professional Development Project Proposal which we discussed with you orally, September 24 is to be submitted to you by February 1, 1959, as a separate presentation. If there is any change in date, or procedure since our discussion we shall try to make any changes or adjustments which may be necessary.

On behalf of the officers, the Board and the membership of the NAEB, I wish to express our sincere thanks for the opportunity to submit these proposals for your consideration.

Sincerely,

Harry J. Skornia
Executive Director

HJS:cmc

CC: F. E. Schooley
Richard Hull

Supplementary Budget Request for the Period July 1, 1959 - August 31, 1959

Summary (Detail below)	
Salaries and Wages	$5,179.00
Seminars and Travel	2,242.00
Supplies and Expenses	435.00
Administrative Expense	393.00
TOTAL	$8,249.00

Salaries and Wages	
Executive Director	$2,000.00
Associate Director	1,534.00
Secretary	700.00
Clerk-Steno	490.00
Retirement (8.133% of salaries)	384.00
Workmen's Compensation (1.5% of salaries)	71.00
TOTAL	$5,179.00

Seminars and Travel	
Travel, Officer and Staff	$ 600.00
Seminar	1,642.00
TOTAL	$2,242.00

Supplies and Expenses	
Mailing, Express, Freight	$ 200.00
Office Supplies and Expenses	185.00
Telephone and Telegraph	50.00
TOTAL	$ 435.00

Income

The income of $8,249 is the amount herewith requested from the W. K. Kellogg Foundation. This is the balance remaining from the $141,000 originally granted to cover the three-year period, July 1, 1956 - June 30, 1959. Grants have been made each of the three years, as follows:

1956-1957	$46,221.00	
1957-1958	44,686.00	
1958-1959	41,844.00	(1)
TOTAL	$132,751.00	

(1) The actual amount received this fiscal year was $45,944. However $4,100 of this is being held as a contingency item, in accordance with the Foundation's letter to us of September 30, 1958. This amount is included in the total remaining balance of $8,249.

HJS:cmc
10/23/58

10/23/57

CONFIDENTIAL

REQUEST TO

THE W. K. KELLOGG FOUNDATION

FROM

THE NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

General Background

On May 23, 1951, in response to a request presented by the National Association of Educational Broadcasters, the W. K. Kellogg Foundation approved a five year grant to the NAEB of $245,350.00. This sum was to be used for the establishment of a permanent staff and national office for the NAEB; and for the establishment of a national educational radio network, distributing recorded programs on tape.

This original grant was supplemented on February 4, 1954 by an additional grant of $32,000.00, and on January 24, 1955 by a grant of $8,743.00, bringing the total, for the five year period ending June 30, 1956, to $286,093.00.

Although the NAEB had existed on a loosely organized basis since 1925, the story of educational broadcasting as a purposeful, organized movement dates from that initial W. K. Kellogg Foundation grant.

Within a five-year period of that first grant, the NAEB Radio Network became self-supporting, with income from 79 subscribing member stations having risen to some $35,000.00 per year.

With the national headquarters, organizational structure, and business-like operation which this grant made possible, the NAEB was also able to secure and administer special projects grants from various other foundations during this period. These grants were reported in detail in the NAEB Annual Report for the period of July 1, 1956 to June 30, 1957, and transmitted to the W. K. Kellogg Foundation June 6, 1957.

It was also during this period that the NAEB, thanks once again to the unified organizational structure made possible by a national headquarters, and by a strong regional organization (on the basis of which Regional Directors, serving on the NAEB Board of Directors, are elected from the six NAEB Regions into which the U.S. is divided), was able to assume national leadership in

attempting to have television frequencies reserved specifically for educational stations, as a step towards the establishment of a national educational service for the U.S. in both radio and television, and a pattern of broadcasting which has since had significant influence on the broadcasting systems of many other nations of the world. The International University of the Air and numerous similar organizations have attributed their genesis to the example provided by the NAEB.

Other Organizations:

For the realization of the special ad hoc type tasks and organizations needed at given times, the NAEB has not hesitated to take the lead in recommending the creation of other groups. The Joint Council for Educational Television, now operating on a terminal grant from the Ford Foundation, was created in 1951 largely through NAEB efforts, with NAEB ex-president Richard B. Hull as its first Executive Director. This organization took over the task of organizing education's campaign, which was successful in 1953, to secure reserved channels for educational television, supplementing those earlier reserved for educational FM radio stations. Its present efforts are largely devoted to protecting these TV frequencies, and urging educational institutions to use them.

Also in 1953, the NAEB recommended the creation of a distribution center for educational television programs. The Educational Television and Radio Center, like the JCET, would undoubtedly not have been created, without the mobilizing and visionary leadership of the NAEB, and the first W. K. Kellogg Foundation grant. The NAEB works closely with the ETRC in the many common problems involved in ETV station operation and programming.

It should be recognized that both of the above organizations were set up to carry out specifically limited functions, as stated above. The NAEB

still remained, and remains, the only membership-based association in educational broadcasting with all the other functions and responsibilities which this implies. These functions have been outlined in some detail in previous reports to the Foundation, particularly those of June 6, 1957 and June 26, 1958.

Self-Support Efforts

One of the objectives of the NAEB, and of W. K. Kellogg Foundation grants, has been to secure for the Association a permanent basis of self-support. This objective, for the Association as a whole, has been far more difficult to achieve than that of the network. Although progress has been steady, it has been slower and more gradual than was anticipated. This progress has been delayed by several factors, as outlined in the Report of the NAEB Permanent Financing Committee, forwarded to the Foundation June 6, 1958. It was delayed in part by the abundance of free materials and services provided by numerous other fund-supported projects and organizations, which has made it difficult, during the life of those projects, for the NAEB to charge for such services and materials. It has also been rendered slower than we would have wished by the overall economic pressures on educational budgets in the U.S. generally; each increase in dues or network fees by the NAEB has been followed by a considerable number of drop-outs. Consequently, the pace of progress towards self-support has been tempered by the application of the law of diminishing returns.

It is possible that, if the NAEB had been satisfied to be an association of the few relatively strong institutions which could pay greatly increased fees, it could now be self-supporting. But it would not be a truly national association, with representation from the public schools as well as colleges and universities, radio as well as television, and in-school as well as general adult education offerings and services. Nor would its programs and objectives

be as distinctly non-commercial as they are now. The strong educational orientation, grass-roots basis and broad membership loyalties which the NAEB enjoys and seeks to develop, would not be possible.

The slow progress towards self-support, in summary, is due largely to unwillingness to compromise with genuinely educational objectives, or to desert the temporarily weaker stations in the national movement, since they represent by far the most numerous links in the educational chain we seek to create.

Recognizing the special problems of the NAEB in its efforts to achieve self-support, without abandoning its position as a keystone in a phase of American education which had no other organizational structure, and recognizing also the sincerity of its efforts, the Foundation, on February 23, 1956, approved a grant of $141,000 for the three year period from July 1, 1956 to June 30, 1959.

During the period of this present grant the NAEB has intensified its efforts to achieve self-support. The base of membership was broadened by the NAEB'S taking over, in 1957, the Association for Education by Radio and Television (AERT), an association principally of teachers and other educators, active in educational broadcasting. Recognizing the need for the development of valid educational standards and the maximum possible upgrading and training of all persons engaged in educational broadcasting, the NAEB, during this period (1956-1958), conducted 12 national seminars and workshops. These are included in the attached list of workshops and seminars conducted by the NAEB since 1949. (The first two of those listed were conducted essentially for the NAEB by the University of Illinois, and were the meetings which led to the first NAEB request to the W. K. Kellogg Foundation).

During the past year, in its search for self-supporting projects, or projects which might result in increased income to the NAEB, a workshop in

television instruction problems was conducted at Purdue University during the late summer of 1958. Although this first effort in the operation of self-financing workshops resulted in probably less than $200.00 excess of income over expenses, this type of workshop will be continued in the future, in the hope of expanding this type of income-producing project. Unfortunately, in this area too, the greatest need exists among teachers who use television, often in closed-circuit installations, and it is precisely these individuals who are usually unable to secure from their institutions the payment of expenses to attend such seminars. With selective effort, however, and the hope that this practice by school administrations may gradually be changed, we intend to extract from this type of project the maximum possible income consistent with sound educational practice, and the need to secure genuinely excellent consultants of the type needed, if this area of need is to be served in the manner it deserves.

Other Training and Professional Efforts:

In addition to the twenty-four seminars and workshops (attended by some 700 members of the staffs of educational stations, brought together with over 100 consultants from the fields of education, social science, psychology, medicine and other disciplines), conducted by the NAEB itself, the NAEB has also carried out, during the last six years, a program of grants-in-aid to member institutions, to assist them in developing strong local roots for the national movement. These have included:

1) Some 50 grants-in-aid for the production of distinctive radio and television programs, helping them to establish staffs and standards of production which contribute prestige and quality to educational offerings nationally.

2) Approximately 30 workshop grants-in-aid to assist educational institutions to develop and upgrade courses and summer session workshops given for educational broadcasters. The intent of this program has been to help educational institutions to develop, and take over from the NAEB, on a permanent basis, the carrying out of this essential training function. We are still working towards the creation of such courses in colleges, universities, and teachers colleges, with some modest success.

3) Research grants-in-aid, intended to assist principally young graduate students, and member stations, to develop otherwise neglected areas of research, as needed to provide guidance for the development of educational content and technique in educational broadcasting generally.

In addition to these grants-in-aid, the NAEB has been able, during this period, to secure funds for the awarding of scholarships, at the graduate level, for advanced study (in the social sciences, psychology, education etc. as well as in broadcasting as such) for members of NAEB station staffs, principally in educational television.

New Problems:

In each case, the developments which the NAEB has encountered have been slightly different from those anticipated. A few years ago the NAEB expected to be able to concentrate its efforts and services on a relatively small number of stations and institutions.

During the last two years, however, due to the enrollment increase, and recent dramatic challenges to U.S. education, closed circuit television has grown more rapidly than any of us expected. We have therefore encountered a demand we never anticipated for training assistance and materials from those

responsible for, or engaged in, direct teaching in the nearly 200 closed circuit television installations in schools throughout the U.S. Having no association of their own to turn to, these several thousand educators turned to the NAEB. Because we believed that educational standards should remain indivisible, and because we believed that their need was genuine, we wished to be responsive to it.

At the annual NAEB Convention, in October of 1958, the membership approved revision of the NAEB Constitution to make associate membership status available to closed-circuit television installations of bona fide educational nature.

Although this considerably dislocates, once again, the balance between income and expense (since income generally follows service rather than the reverse), and temporarily retards progress towards self-support, we believe that in the long run both American education and NAEB interests will be served by the common efforts which this pooling of resources will make possible.

It is in this rapidly expanding area that the greatest pressure is now being exerted on the NAEB for guidance, assistance and leadership. We have a considerable reserve of experience and knowledge which we shall distribute to our utmost. However, if emerging principles are to be valid, our efforts must continue to involve, as consultants, and contributors, educationally responsible individuals, from whatever source: curriculum specialists, teacher-training supervisors, psychologists, social scientists, research scholars, administrators, and others. Only if the services, seminars and materials we offer are of uncompromising integrity and quality, hammered out on educationally valid and objective bases, can the instruments in whose use we are specialists, be considered to be <u>responsibly</u> used to help American education meet its needs in a manner which will command respect and pride.

Request:

It is with the needs, outlined above, in mind, that the NAEB respectfully requests consideration of the following alternative proposals.

Request No. 1 is the minimal request discussed with you September 24, 1958. In this budget it will be noted that all funds for seminars, regional meetings and research, as well as labor, have been deleted to bring it into line with minimum association survival needs.

Request No. 2 is the same request, to which we have added, in priority order, three additional items, providing funds to enable the NAEB to continue modest but desirable programs of Seminars and Workshops, Materials Distribution (publication and distribution of research and other studies and materials needed by members and prospective members in educational uses of radio and television), and International Relations.

For both alternatives, the grant period for which the request is presented is a three-year period beginning September 1, 1959 and ending August 31, 1962. We are most grateful for the opportunity to present this request, and will be grateful for whatever consideration the Foundation may be able to give it. If additional data or discussions are needed, we stand ready to provide them at any time.

H. J. Skornia
October 23, 1958

HJS:cmc

REQUEST #1
MINIMUM BUDGET

Proposed Annual Budget for NAEB Headquarters, 1959-1962

Summary (headings as in current budget)	Proposed	Current
Salaries & Wages	$30,800.00	$32,019.00
Seminars, Travel & Research	3,500.00	10,000.00
Supplies & Expenses	3,000.00	5,550.00
Administrative Expense (5% to University of Illinois)	1,865.00	2,379.00
Totals	$39,165.00	$49,848.00

Salaries & Wages		
Executive Director	$12,000.00	$12,000.00
Associate Director	9,200.00	9,200.00
Secretary	3,900.00	4,200.00
Clerk-Steno	3,000.00	2,880.00
Labor, misc.	—	1,000.00
Retirement	2,280.00	2,300.00
Workmen's Compensation	420.00	439.00
Totals	$30,800.00	$32,019.00

Seminars, Travel, Research		
Seminars	$ —	$ —
Regional Meetings	—	1,500.00
Executive Committee & Directors' Meetings	750.00	1,500.00
Officer (and staff) travel	2,000.00	3,500.00
NAEB Committees	750.00	1,500.00
Research	—	2,000.00
Totals	$ 3,500.00	$10,000.00

Supplies & Expenses		
Mailing, Express and Freight	$ 1,000.00	$ 1,200.00
Office Supplies & Expenses	800.00	1,000.00
Periodicals, Books, etc.	200.00	500.00
Telephone & Telegraph	400.00	500.00
Equipment (including parts replacement and repairs)	100.00	350.00
Publications & Reports	500.00	2,000.00
Totals	$ 3,000.00	$ 5,550.00

Proposed Budget (three-year basis)	1959-60	1960-61	1961-62
W. K. Kellogg Foundation	$30,000.00	$20,000.00	$10,000.00
Other Income (1)	9,165.00	19,165.00	29,165.00
Totals	$39,165.00	$39,165.00	$39,165.00

(1) This item includes, among other things, a five percent administrative charge against the NAEB Network (now self-supporting) for services provided to the Network by the Headquarters staff. Such a charge has not previously been made, but it is felt warranted in view of the amount of attention and time devoted by Headquarters staff to Network matters. (The annual Network budget is $35,000, making this annual charge $1,750.). In addition "Other Income" includes receipts from such sources as: NAEB Membership dues, sale of publications, profits from profit-making seminars, reimbursable services to non-members, etc. 1958 is the first year of operation under an increased dues structure and at this time it seems logical to assume that income from dues (in excess

Request #1, Minimum Budget

of publication costs, legal expenses and other routine administrative expenses not supported by the Headquarters budget) will be such as to provide a few thousand dollars each year for Headquarters support. In addition, there is a slow but steady trend toward increasing membership, especially in the Individual Membership category, and this amount is expected to increase somewhat in the next two or three years. The "experiment" this year of holding a "profit-making" seminar would seem to give promise that this sort of activity, if properly developed, could result in some modest increase of income in future years. Such income is counted on for the "other income" section of this budget.

REQUEST #2

Those items marked with an asterisk in the budget below are for additional services not included in Request #1. These are listed in the following priority order (designated in parentheses): Seminars and Workshops, Materials Distribution and International Relations. The two figures given for these items represent a range between minimum and desirable bases of support. For example, if $6,000 were granted per year, one major seminar could be held; for $18,000, three could be held.

Proposed Annual Budget Summary	Minimum	Optimum
Operational Salaries and Wages	$30,800.00	$30,800.00
Travel and NAEB Meetings	3,500.00	3,500.00
Supplies & Expenses (Headquarters operation)	3,000.00	3,000.00
Seminars & Workshops * (1)	6,000.00	18,000.00
Materials Distribution * (2)	10,000.00	15,000.00
International Relations * (3)	5,000.00	10,000.00
Administrative Expense (5% to U. of Ill.)	2,915.00	4,015.00
Totals	$61,215.00	$84,315.00

Operational Salaries & Wages		
Executive Director	$12,000.00	$12,000.00
Associate Director	9,200.00	9,200.00
Secretary	3,900.00	3,900.00
Clerk-Steno	3,000.00	3,000.00
Retirement	2,280.00	2,280.00
Workmen's Compensation	420.00	420.00
Totals	$30,800.00	$30,800.00

Travel & NAEB Meetings		
Executive Committee & Directors' Meetings	$ 750.00	$ 750.00
Officer & Staff Travel	2,000.00	2,000.00
NAEB Committees	750.00	750.00
Totals	$ 3,500.00	$ 3,500.00

Supplies & Expenses (Headquarters Operation)		
Mailing, Express, Freight	$ 1,000.00	$ 1,000.00
Office Supplies & Expenses	800.00	800.00
Periodicals, Books, etc.	200.00	200.00
Telephone & Telegraph	400.00	400.00
Equipment (including replacement parts and repairs)	100.00	100.00
Publications and Reports	500.00	500.00
Totals	$ 3,000.00	$ 3,000.00

Seminars & Workshops (1)		
1 - 3 Seminars and/or Workshops @ $6,000	$ 6,000.00	$18,000.00

Materials Distribution (2)		
Editor-Coordinator	$ 7,200.00	$ 7,200.00
Retirement & Workmen's Compensation	694.00	694.00
Collection, Publication & Distribution of Materials	2,106.00	7,106.00
Totals	$10,000.00	$15,000.00

Request #2

International Relations (3) Travel to International Conferences; Dues to European Broadcasting Union, Prix Italia, International University of the Air; Program Exchange Development	Minimum	Optimum
	$ 5,000.00	$10,000.00

Explanation

This budget, like Request #1, is submitted on a three-year basis.

The range given for the three additional activities which would be possible under Request #2 suggests possible support by the Foundation on a minimum basis, an optimum basis, or some figure between the two. Some of these projects might conceivably be supported on a maximum basis the first year, an intermediate basis the second year, and a minimum basis the third year, for example. The priority designation is given at the Foundation's request, in case not all of the three items included in Budget #2 (but not in Budget #1) can be supported.

No specific single figure is given for the amount requested in Request #2 because the grant, if forthcoming, will depend on how much the Foundation elects to grant for those activities for which a range is given. If Request #2 is considered favorably, the annual grant might be for any amount between the minimum budget in Request #1 and the optimum budget indicated in Request #2. It is possible that the Foundation might wish to discuss still other alternatives with NAEB representatives. In any event, if a three-year grant is deemed desirable, the actual amounts for the second and third years will be $10,000 and $20,000 less, respectively, than that requested for the first year, due to the increasing sums anticipated from the NAEB's own activities and materials as indicated at the end of the budget shown in Request #1.

Request #2

With reference to each of the three items included in Request #2, but not in Request #1, the following additional explanations are given.

(1) Seminars and Workshops: For the past several years the NAEB has utilized funds from both the W. K. Kellogg Foundation and the Ford Foundation (or Funds established thereby) to conduct various seminars and workshops designed to increase the professional proficiency of staff members of educational television and radio stations. These activities have been especially important in view of the increasing number of educational stations and the shortage of adequately trained personnel to operate these facilities. These seminars and workshops have helped create a small "core" of well-qualified educational broadcasters scattered through the educational stations. However, the number of properly trained persons is still very small in terms of the need, and there is still much to do before an adequate supply of professionally trained broadcasters is available for the task we are being called upon to perform.

One of the difficulties in securing financing for meeting this problem is that in the area of greatest need for training, i.e., the proper training of teachers using television and the great number of educators involved in closed-circuit TV, we find that those needing the training are least able financially to finance that training for themselves.

The sum herein requested will enable the NAEB to continue these vitally needed seminars. The precise types of seminars or workshops to be run will be decided only after a conscientious investigation of the most pressing needs for each year.

The fact that the NAEB is requesting these funds should not be taken as an indication that the Association will not attempt to hold other self-supporting seminars, wherever and whenever possible. Experience with the NAEB - Purdue University Conference on Televised Instruction during the past summer leads us to believe that such meetings

can be held for certain types of broadcasting personnel, particularly on a regional or local basis, where travel and other costs can be kept to a minimum, and registration fees can be kept to a level which registrants can afford. Such self-supporting meetings will continue to be held whenever possible.

(2) Materials Distribution: One of the greatest handicaps facing educational broadcasting today is the "unawareness" on the part of leading educators of the important role that television and radio can and must play in education. This is largely due to the fact that information about studies completed or in progress, and articles and digests of projects illustrating the use of these media, are not widely enough distributed to the proper people, nor distributed in understandable form.

The increased activity expected to result from the National Defense Education Act is likely to increase still further the volume of materials and studies available. This will increase the need for sifting, interpretation and distribution of the implications of such studies, in terms which busy administrators, as well as our other members, who can not cope with the increasing volume or specialized terminology of the study reports themselves, will find meaningful and useful.

The present NAEB publications: the Journal and the Newsletter, are already available as vehicles for this distribution. However additional editorial assistance, as well as distribution funds, will be necessary to meet this increasing demand. Due to a shortage of funds at present the Newsletter is edited by the individual who also serves as NAEB Network Traffic Manager and NAEB Placement Officer, while the Journal is edited on a part-time basis by an employee of one of the local radio stations.

This request, therefore, includes funds to provide for a full-time individual, with both research and editorial qualifications, who would devote his energies and time primarily to a careful perusal of the research and other studies going on in the field, and seeing to it that the results of all principal developments are distributed to the proper people in readily available and understandable form. Digests of significant

research would be published increasingly as an expansion of the present NAEB Research Fact Sheet Service. Free subscriptions to the Journal and Newsletter would be provided selectively, at first, to leading educators and other opinion leaders. The membership of the NAEB would be greatly expanded by this increased service, and a general clearing house for the distribution of essential materials and information would be established.

An important result expected from this project is the stimulus it would give to efforts of the NAEB to become more and more self-supporting. One of the most likely sources of annual revenue is the sale of our periodicals and other publications. This grant would permit the up-grading of present publications, to a point where the demand for them should increase significantly. The income from such publication and distribution efforts must become an increasingly important factor in the NAEB's budget.

(3) International Relations: The NAEB has been very active in the field of international exchange of broadcasting personnel, information and programs, and it is felt that its activity in this area must be increased in view of the growing need for international understanding, and the increased requests for assistance from U. S. government agencies as well as foreign broadcasters directly. The activities so far engaged in have not begun to meet the need adequately. They have only been possible through the generosity of foreign broadcasting systems (many of whom proudly display NAEB citations in their European offices) and the availability for several years of Fulbright Scholars, representing educational broadcasting, who were able to represent the NAEB at important international broadcasting meetings. Although the NAEB holds memberships in the European Broadcasting Union, the International University of the Air, and Prix Italia, active participation of the type requested, or representation by the specialists who would show the U. S. up to the best advantage, has been impossible due to the lack of funds.

Request #2

United States entries in the Prix Italia (probably the most important international broadcasting competition) must be processed through the NAEB, the official representative to the Prix Italia from this country. Lack of sufficient funds for translation, attractive presentations, and other necessary steps has resulted in relatively insignificant entries which have sometimes done a disservice not only to the NAEB but to broadcasting in the United States, as a whole.

The same is true of representation at important international conferences held by the European Broadcasting Union, where qualified representation by the United States is not only desirable but has been repeatedly and urgently requested. Lack of funds has made sending a delegate impossible. Many nations exchange programs, through the International University of the Air, in many languages. In this case too, lack of funds has made contributions by the NAEB impossible.

Although many foreign broadcasters come to this country each year, seeking to learn more about broadcasting in the United States, they are frequently handicapped by a lack of travel funds. The NAEB would like to be in a position to make certain small side trips to certain educational stations possible for these distinguished foreign visitors, and have at least modest funds available to assist them when necessary with some of the minor amenities which such distinguished guests deserve. No exact breakdown of this request is given at this time. However, if the W. K. Kellogg Foundation believes it might consider providing some assistance in this area, as detailed a budget as possible will be gladly prepared for prior approval.

REH/HJS/dfc
October 23, 1958

Mr. Harley

October 31, 1958

Dr. Maurice F. Seay, Director
Division of Education
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Maurice:

At Omaha we discussed the possible usefulness to you of the slides we used at the Convention.

I thought I might list these for you, and let you look the list over, rather than sending all seventeen of them to you without checking. They are 2 3/4" x 3 3/4" (metal bound) which, we are told, is a standard size for such slides.

Here is the list:

Growth of Active membership
Growth of Associate membership
Growth of Affiliate membership
Growth of total membership
Proportion of Active members subscribing to the Network (by Class)
Increase in income from Network fees
Growth in number of Network members
Number of Network programs distributed (both regular and in-school), by year, since 1950
Total air time of regular Net programs distributed, by year, since 1950
Increase in income from dues
U. S. map showing Region I with members therein
Map of Region I only, with members therein
U. S. map showing Region II with members therein
Map of Region II only, with members therein
U. S. map showing Region III with members therein
Map of Region III only, with members therein
U. S. map showing Region IV with members therein
Map of Region IV only, with members therein
U. S. map showing Region V with members therein
Map of Region V only, with members therein
U. S. map showing Region VI with members therein
Map of Region VI only, with members therein
U. S. map showing all regions in different color with members

If you'd like all, or only part of them, we'll be glad to send them to you whenever you like. You may wish to look them over privately before deciding on their usefulness.

In the election at Omaha, the following officers were elected, to take office January 1.

President	Mr. William G. Harley of the University of Wisconsin (presently also Chairman of the ETRC Affiliates Committee).
First Vice President	Mr. Jack McBride (re-elected).
Second Vice President	Dr. Robert Schenkkan, of the University of Texas (who co-ordinated our testimony in Washington recently, when we were invited to appear before the appropriate Senate and House Committees).
Third Vice President	Mr. Graydon Ausmus, who was NAEB President in 1953-54.
Secretary	Dr. Keith Engar, Former NAEB Fulbright Scholar, and Director of the ETV station in Salt Lake City.
Treasurer	Mr. Robert Coleman (re-elected).

The election of the Directors, who make up the Board is still in process, since this is done on a Regional basis. On the basis of nominations it looks both strong and representative. Frank Schooley, as immediate past president, is of course a member.

A fairly complete report on all that happened at the convention is included in our November Newsletter, which will be out within the next ten days.

After writing the above, I have just received your letter of October 30, acknowledging our letter of October 23 and the materials we sent. If there is anything more you need, please let us know, and we'll be glad to provide, either by mail or in person.

Sincerely,

Harry J. Skornia
Executive Director

HJS/dfc
CC: Mr. Frank E. Schooley, NAEB President
Mr. William Harley, NAEB President-elect ✓

December 18, 1958

Dean W. W. Wright
School of Education
Indiana University
Bloomington, Indiana

Dear Whac:

I imagine this is a busy time for you, and I shall keep it as brief as possible.

I'm writing you for your reaction to an idea, outlined below. The reasons I'm addressing you are numerous.

1) I know you better than I know any other Dean of education, and believe you know me and my interests pretty well. Since this project is still in a semi-confidential, planning stage, I wanted to contact someone we know fairly well.

2) I respect your judgement, and think you will understand what we're trying to get at---and will give us an honest answer.

3) I noted your listing as President-elect of the A.A.C.T.E., and know you know all the other organizations in the field, whose cooperation and ideas this project would require.

Here's the background and problem:

In the past few years that I've been in this job we've exerted all our energies for the development of a generation of educators who broadcast, rather than broadcasters with a smattering of understanding of education. We see TV and radio (as I used to while at Indiana) as educational arms of the University or education, integrated into the regular educational functions of the institution, and guided by the best educational brains in the whole institution. Our workshops and activities are involving increasingly, teachers, teacher-training institutions, and responsible educational administrators, as the attached Training Program of the NAEB will show.

We have fought and will continue to oppose, irresponsible uses of TV and/or radio. We don't see them as panaceas, or cheap solutions to "teacher shortages", space problems, or the educational "crisis." But we do think they can, if responsibly used, with careful insistence on educational standards at every step, be most useful tools for education to use, for certain purposes and in certain ways. However, education is bigger than TV and/or radio, rather than vice versa. A little of this thinking is outlined in an article of mine, which is attached (from the last issue of Educational Screen).

In commercial broadcasting the only people who have specific standards to meet are the engineers. They must have licenses from the FCC. But the people who plan, write and produce programs have no standards or qualifications to meet. By analogy, the delivery boy would be licensed, but the food packager, or pharmacist who determines what is delivered, has generally had no training in learning theory, social responsibility or any of those other areas which would reduce the accident of unintended effects----with which the present system is now replete. So we have been trying to evolve standards for educational broadcasters to meet (much as the AASA and other groups have been doing). This also includes teachers who plan and produce or broadcast programs over these media.

We have been invited by a Foundation (not Ford), which is greatly interested in the need for such leadership, to bring in a proposal for a three to five year project to begin to cope with this problem. The Foundation representatives have been most pleased with the educationally responsible uses we have made of other funds given us for comparable developmental projects, and they believe we are the organization to coordinate and/or administer it.

Traditionally, as our Training Program outline shows, we have always felt that our big projects require our using, as consultants, the best minds in thenation, from the subject matter fields concerned. In this way we serve more as catalysts rather than anything else, and avoid the danger of promulgating what might be unsound philosophies, however sincere our intentions might be.

As we see it therefore, this project would require the cooperation of several schools of education and/or teachers' colleges. It would also involve cooperative planning with the A.A.C.T.E. and other such groups.

It would involve our assisting schools of education or teachers' colleges, which do not now have such courses, to plan and develop courses in the uses of television and radio, principally as a part of their teacher training program. Later expansions would depend on the initiative of these schools themselves.

We greatly fear gadget-orientation. Our studies of the few courses now given in the utilization of television and radio, and of the actual "utilization" procedures being practiced, gives us considerable cause for concern. For few of the teachers of such courses (George Johnson is an exception) understand enough about the basic nature of TV and radio, potentially, as educational instruments, to realize more than a fraction of the possible advantages they can provide. For your confidential information, I am attaching a copy of a draft of another project which we feel needs doing. This (ditteed) draft explains what we mean better than I can rephrase it here. I find this whole problem very exciting, and urgently in need of study and development if we are not to be trapped into merely mechanical uses of television and radio in education, or in utilization of them.

Dean W. W. Wright

December 18, 1958

I think this gives the background. Now to the questions on which we need informed guidance of the sort which your experience and training can provide. Although I know of your enthusiasm for new ideas, and we think this approach has an element of newness in it (which I hope might arouse your enthusiasm too!), we also need to see what "bugs" there may be in it; and we need to be sure we are on the right track. Therefore your reactions are earnestly invited:

1) As a first step, what would be your reaction to our convening (or would it be better to suggest that the Foundation itself convene?) a meeting of a few Education Deans, and perhaps communication specialists, to plan future steps?

2) Who would be good advisors (as a sort of advisory or steering committee), either institutionally or personally? We'd not want "TV enthusiasts" or "radicals"; but we would want people who might entertain the prospect of a new area of needed emphasis in teacher training.

3) Do you think the idea is workable?

4) We've run workshops and seminars already for teachers, representatives of teacher-training institutions, and others. Do you think, once the institutions are selected, or themselves volunteer, that they'd find a workshop for the teachers they select to teach such courses practical?

5) Would a school of education (like Indiana, for instance) require any outside subsidy to undertake this, or would it consider the materials, consultants and other help we could give, "in a central coordinating capacity" as the Foundation representative---himself a former respected Educationist---puts it, be adequate incentive to such schools to undertake this?

6) Does combining the staff of educational stations and closed circuit installations, with teachers (principally those who will plan and appear on programs, but to a certain extent those who use the programs) look like an impossibly wide straddle? We realize that teachers groups and professional groups like teachers of languages, English, Speech, Science etc. will undoubtedly develop their own TV and radio "sections." We'll want to encourage this. But we see the NAEB as a group of different kinds of specialists who, within the organization, can benefit from cross-pollenization among subject area groups as well as between teachers and producers or program planners, etc. We feel it essential to keep all who are responsible for the supervision of facilities educationally-oriented, and feel we must have this cross-fertilization for the good of American education as such. We already have well over 300 individual members, both

teachers and staff members. But we're not too far along in setting up categories of membership. Does this idea make sense to you on a large scale?

7) Where would the A.A.C.T.E. fit into this? How about the A.S.C.D., the A.A.S.A. and the A.C.E? At what stage, if ever, should they also be involved? What other groups should be consulted?

8) Would the A.A.C.T.E. be willing to cooperate with the NAEB in a project of this sort? Or would it insist on "joint sponsorship"?

This would be a fairly large project, with a Director (educator more than broadcaster) and a budget of the order of $35,000 to $50,000 per year, since consultants (as we now see it) would be made available to cooperating institutions, and some short courses and/or seminars for people to teach such courses would perhaps be indicated, as per my question above.

9) Should there be only regular sessions (training principally future teachers) or also summer sessions to reach more licensed and experienced teachers on an in-service basis?

10) How much fear of NAEB, or "radio-TV guy" dictation would there be? I don't believe those who know the NAEB would have this fear---but there is some suspicion, some of it justified, of "operators." How does this relate to how explicit we can be in the kinds of courses we can suggest? We're thinking of letting different institutions develop largely their own patterns (whether at the graduate or undergraduate level; whether radio and TV should be together or separate; whether to have separate courses for those who teach on TV as opposed to classroom teachers who never expect to perform, etc.) Is this leadership or assistance too loose?

11) Do you find the points made in the attached, dittoed (McLuhan) statement significant enough to make clear the difference between the courses we propose (based on a fairly considerable analysis of the nature of the wireless media before we start to learn how to wield them) and the courses we now normally have---taught by teachers who, media-wise, are likely to be relative amateurs?

12) Could practical techniques be developed to "follow-through" on such pilot projects, so we can keep track of the success, progress and influence of the teachers trained and assisted under such a program?

Dean W. W. Wright

December 18, 1958

13) Would schools involved be willing to include training in standards of discrimination in viewing and listening for out-of-school programs, as well as in-school uses---so more educational values can be realized from what is available so widely in a TV and radio age?

14) How willing would schools be to undertake the developing of new testing techniques, better able to test what's done by TV and radio (as well as what facts are learned) than most present tests which have so strong a basis in print as the source of learning, information, and attitudes?

15) I assume that at least closed circuit installations would be necessary as a qualification for cooperating institutions. Do you believe that schools of education would have adequate control over, or access to, such installations, in enough places?

I'm afraid I've already imposed. I began to think on paper and got carried away. But I deeply value your judgement and would be most grateful for even a brief reaction to this proposal. We are to have it in proposal form February 1, or I would not disturb you during this season.

Our thanks, and our very best wishes for a fine holiday season and New Year.

Sincerely,

Harry J. Skornia

Harry J. Skornia
Executive Director

HJS:cmc

December 31, 1958

Dr. Maurice F. Seay, Director
Division of Education
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Maurice:

It was nice to talk to you yesterday morning and to try to give you the additional information you needed in going over our recent requests.

The change in possible grant dates back to July 1 - June 30 as a fiscal year basis, instead of September 1 - August 31, will be no problem, since the former has regularly been our fiscal year basis. As indicated in our request of October 23, 1958 for permission to use funds in the amount of $8,249 from the current grant to permit continued operation during that two month period, there will probably be a balance as of July 31, 1959. If the Foundation prefers to have us maintain our current fiscal basis (July 1 - June 30), any balance can either be returned to the Foundation or handled in a manner to be decided later. How large it will be will depend on your decision on our request to use a part of the sum to pay headquarters staff salaries until September 1, in case no new grant is forthcoming, or our request to use part of it for a summer seminar, in case a new grant is approved.

In answer to your suggestion that additional justification would be useful in explaining how Request No. 2 (including funds for seminars and workshops, materials distribution, and international relations) would assist us to achieve self-support more rapidly and effectively than Request No. 1, which excludes these items, we should like to add to the statements earlier made (pp. 3-6 of the explanation included as a part of Request No. 2), the attached statement, which can be considered as a supplement to our earlier explanations.

This will also confirm my telephone reactions to your question, which I believe, in essence was: If the Foundation could provide the amounts, or approximately the amounts, indicated in the first (minimum) column of our Request No. 2 (omitting from consideration the International Relations item on which there is no firm decision but which now appears least likely of those listed to be approved), that is if the Foundation could approve, for example $16,000 - $18,000 for Seminars and Workshops and/or Materials Distribution, would we prefer to have the minimum for <u>both</u> items, or the maximum (or near the maximum) for Seminars and Workshops, with <u>nothing</u> for Materials Distribution. (I'm sure your question was not as

awkwardly phrased as I have rephrased it.) The answer given you, and repeated herewith was that we would prefer some for both Seminars and Workshops and Materials Distribution.

Materials Distribution, in fact, is likely to produce more immediate increased income for achieving self-support than are Seminars and Workshops, important as the latter are in the long-range role which the NAEB seeks to play in contributing to sound uses of these media for American education.

Once again I should like to thank you for your call, and for the opportunity to provide you this additional information. This letter and the attached justifications can be considered as an amendment or supplement to the materials sent you on October 23 as a part of our alternative grant requests.

If there are additional materials or comments needed for your consideration, we shall be happy to provide them whenever they may be needed.

May we wish you, once again, a fine New Year.

Sincerely,

Harry J. Skornia

Harry J. Skornia
Executive Director

HJS:jg
Enclosure

ADDITIONAL JUSTIFICATION

OF

GRANT REQUEST ITEMS,

AS LISTED, AS CONTRIBUTING TO

NAEB SELF-SUPPORT

Seminars and Workshops

With seminars and workshops the NAEB has been able to bring together with educational broadcasters at all staff levels some of the finest minds from the principal disciplines included in American education. The mutual respect which has developed among the individuals who have attended, the consultants who have served, and the NAEB as the facilitating and guiding agency which has planned and implemented these meetings, has only recently begun to be realized. Many of the consultants have become individual members of the NAEB. So have many of the attendees. The latter are already grateful and most of them will, we feel sure, become loyal individual members. However, if they do so, it will be because they feel that the NAEB will continue to provide useful services---not out of a sense of gratitude for past services. The experience of national organizations generally confirms the need to maintain steady service and imaginative leadership if they are to survive in an age when organizational vacuums are rapidly filled.

We believe that basically the success of radio and television as educational instruments will depend more and more on the development of a body of such individuals as are reached by our seminars and workshops---welded into a profession under the leadership and banner of the NAEB---or some other organization, if the NAEB fails to be dynamic and responsive to their needs for continued growth and development.

This growing group of professionals (in all but their awareness of professionalism) will increase the need for, certainty of the growth of, and chances of success of, such a professional organization.

At present we are confronted with the problem of conducting self-financing seminars. But at the present state of this profession, still a-borning, the individuals from whom we need to secure the sums necessary to support these seminars do not enjoy adequate status in their mother-institutions to enable them to secure such funds. The NPAC has enjoyed considerable success in this type of seminar

because the status of the agricultural extension editor is firmly established, by a long tradition, in his institution. Such expenditures are recognized as valid, and are in fact provided for in Department of Agriculture grants to many Land Grant Colleges. Similarly, the NAB (the commercial broadcasting counterpart of the NAEB) must limit its attendance, in spite of the fact that it charges $500.00 for two-week seminars in such areas as management and engineering. For here too, travel and conference funds are available, and their legitimacy is recognized.

Teachers who attend such seminars as we offer, however, must as yet frequently do so at their own personal expense, just as many must pay their own expenses (and some must even use vacation time) to attend NAEB Conventions or Regional meetings. That so many do this is, we feel, a tribute to the NAEB as well as to the devotion of such people. The status of both educational broadcasters (including teachers in closed circuit installations), and the NAEB itself, is not yet high enough, and has not yet proved itself over a long enough period of time, to secure the recognition which leads to availability of funds. We are confident that this will happen, and has in fact already happened in many institutions.

However, an additional subsidy would greatly facilitate this development, and would enable us to phase out gradually the assistance provided for such seminars, until, in a few years, an increasing number can be self-supporting. The fact that the "profession" is so new, NAEB efforts are so recent, the individual membership category so new, and the recognition of the possible values of television and radio to all education is as yet so spotty, should not discourage us or surprise us. But they should illustrate the need for some additional outside assistance until the status visualized for both the instruments and the personnel involved is achieved.

Each year new broadcast specialists leave the commercial field, many in frustration, to become educational broadcasters. These people, too, need assistance

in understanding the new uses of the media which education implies. New stations go on the air each month. When invited to membership in the NAEB, they ask what the NAEB can do for them. The answer to this question not only determines whether they will join but also how vigorously they can later justify to their administrations an increase in NAEB dues, the gradual introduction of charges for seminars, and the other contributions which each institution must assume in a newly-developing national movement which must eventually support itself.

Some funds for Seminars and Workshops, though more indirectly and slowly than some of the other items discussed below, will greatly assist the NAEB to expedite the achievement of self-supporting status through the continued growth of respect which will accrue both to the individuals concerned and to the NAEB itself as the usefulness of both to American education is increasingly recognized.

In the recognitions which have come to numerous individuals in the NAEB in only the last two or three years we see evidence that recognition of our role is beginning to develop. We believe that appointments to various national commissions, executive committees and chairmanships of various national conferences, panels and meetings constitute at least as much recognition for what the NAEB stands for as for the individuals involved. This and other evidences give us confidence that the new role we see for television and radio in America, based upon individuals with the training, devotion and inspiration which only seminars can provide, can be welded into a profession which will someday enjoy the respect which we now envision it as deserving.

Materials Distribution

The success of NAEB publications already is heart-warming in view of the meager resources so far available to support them. We note with pride the increasing number of quotations from the Newsletter, the Journal and other materials issued by the Association, in foreign educational and broadcasting publications, as well as many in the U.S.

The fact that most of these materials appear at all sometimes seems a miracle in view of the conditions under which they are presently edited. Workshop and seminar reports, and committee publications, are edited, as possible, by members of the Headquarters Staff who are already more than fully occupied with other duties. The Newsletter is edited by the young lady on the Headquarters staff who also runs the Placement Service of the NAEB and serves as Traffic Manager of the NAEB Network, which together already constitute a full-time position. This editing is done under the supervision of the Associate Director and Executive Director of the NAEB. Formerly mimeographed, it has for two years appeared in printed form.

The Journal, taken over in the merger with the AERT, also two years ago (January 1, 1957) has each year been edited by whatever part-time help is available — last year by a graduate student in Journalism at the University of Illinois and this year by a program assistant on the staff of the University of Illinois' radio station. Both operate under the supervision of Frank Schooley, who has handled this supervision, as well as the many details connected with the development of individual memberships in the NAEB, in addition to his many other NAEB and University responsibilities.

There is currently no one to coordinate these two regular publications, and printing and editing charges still considerably exceed the income from individual membership dues. No funds are available to pay for articles or even the usual number of author's copies. In spite of the printing and editing errors which characterize both publications in view of the conditions described above, their growing acceptance is a tribute to their content and the realness of the need they seek to meet.

The growing number of educational broadcasters, as a potential profession, have no other publications to turn to as their professional "journals", comparable

to the journals of teachers of English, modern languages, political and social sciences, etc. If our Journal, particularly, is to achieve comparable stature, quality and usefulness, funds to provide an individual on the Headquarters staff who can edit it, the Newsletter and the many other materials we issue, coordinate the two principal monthly publications, and provide supervision of the printing process in a manner which is not now possible, are urgently needed from outside sources to speed up the achievement of the broad base of membership support which will eventually make them self-supporting as are the journals of other such professional groups.

Such assistance will provide prestige which will accrue to the entire association and to those in this field of activity. A full-time editor would also make possible the exploration of advertising in the Journal as a source of additional support, and many other possibilities not now possible in the present hand-to-mouth "holding" operation being conducted.

Probably no other single product of the NAEB shows as much promise of relatively short-term success in dramatizing to educational broadcasters and administrators alike the values of membership, and the new contributions to American education which these electronic media, responsibly used, can make. This will broaden the base of support of the NAEB at both the individual and the institutional levels. To make our publications "must" reading to the people who need such guidance as we can provide, and to achieve the distinction in format and editing which the content available is already beginning to achieve, the drastic improvement which our request envisions appears essential. It also appears to offer the likelihood of more rapid fiscal returns than any of the other projects proposed.

[n d]

Where We Stand in Educational Broadcasting

by

H. J. Skornia

During the last nine years, since the first "Allerton House" Seminar in 1949, the NAEB will by this August have conducted twenty-two Seminars and Workshops: for administrative supervisors, managers, program directors, producers, writers, engineers, staging and lighting directors, research directors, children's program directors, in-school program staffs, and teachers.

This does not include the some thirty other workshops, seminars and special summer session courses we have supported with grants-in-aid to educational institutions. These were attended by perhaps 300 additional educational broadcasters and teachers. Including both, we find that nearly 500 different educational broadcast staff members have been given what several of them have called the toughest but most challenging experience in their professional growth in these NAEB Seminars and Workshops.

Some 150 other educational broadcasters have been able to improve their status and qualifications as educator-broadcasters through NAEB scholarship grants. Both the workshops and scholarships have been made possible principally by Ford Foundation funds. A small handful have been able to spend one or two years in Europe, as Fulbright scholars, thanks largely to NAEB efforts in this area.

Thanks to W. K. Kellogg Foundation support, over a dozen NAEB Regional meetings have brought together in intensive work sessions another thousand NAEB staff members. Many, in fact, call the NAEB regional meetings our most important function -- in stimulating intimate interchanges.

What does this mean? It means that here are close to 1500 NAEB member representatives who will never be quite the same. While each of us has had his respective nose to the grindstone, a new profession has been born. The management of television and radio stations has begun to attract distinguished educators, college and university presidents, distinguished public-spirited industrialists. The number of people in the movement who have PhDs, Master's degrees and long lists of distinctions to their credit, is multiplying.

Our some 135 active member stations alone have on their staffs between three and five thousand educational broadcasters who have chosen to broadcast education as a career. Some 94 associate members account for an additional thousand or more. Some have staffs of only three or four --- with many student trainees and student directors. Others, even associates, have staffs of close to 100. Several scores of aspiring educators and former commercial broadcasters have been helped to find positions in this new "movement" by the NAEB Placement Service or at NAEB Conventions or Regional Conferences.

I find this exciting. For the NAEB I find it most satisfying. To contribute to the birth of a profession --- dedicated to making newer, better and nobler uses of our electronic media --- is a proud experience. New types of research are being developed --- measuring the impact of various kinds of programs on children and adults in a way that commercial research has never done. New and higher types of talent and programs are being developed, some of which we each year proudly see transferred to the commercial media --- we hope and believe (for the individuals) with many of their ideals and ambitions intact. New production, lighting, engineering, writing and teaching techniques are being developed --- which contribute to the national and international growth of higher and better standards. Slow as it is, progress is ours. I hope you share with me the sense of pride I have in this new service for America. This is part of what the NAEB believes in and stands for.

The NAEB is unique among the organizations in educational broadcasting, I believe. If I might list some of the NAEB'S peculiarities, they would include these interests and activities:

a. Radio as well as television
b. AM as well as FM
c. UHF as well as VHF
d. Public school as well as general adult education
e. Credit as well as non-credit
f. Open as well as closed circuit
g. Actives, Associates, and Affiliates (all institutional), plus individuals, sustaining members, honorary members and industrial associates.
h. Educators as well as broadcasters
i. Philosophy as well as skills
j. International as well as national
k. Local assistance as well as national support
l. Above all: ideals, and concern for our national welfare and cultural morality.

I would like to say a few things about Television as a tool of education. For I feel this fine group, like previous NAEB Seminar groups, can be the source of fertile thinking --- thinking to guide us in the years ahead. Hence I wish to challenge you, in a few respects, to probe deeply into basics --- not merely to discuss techniques.

I believe that TV is not being best used if it only does what other media or tools can do. We need <u>better</u> education, not <u>cheaper</u> education. I believe a basic re-look at American education is overdue anyway. Hence I hope you will have the courage to try new approaches and suggest new ideas.

Dr. Henry Cassirer of UNESCO, in a recent article, pointed out that this is an age of change, motion, speed, instability and lack of permanency. Printed media can't convey this. Pictures and TV are now too much seen as <u>visual aids</u>. We sometimes need to <u>start</u> with the picture--not limit with the word. Sometimes we could best use "verbal aids" to "enrich" the picture, instead of the other way around, as is traditional. Print crystallizes into static notions what should be seen only in motion. We need at least both the word and the picture, forming a single whole, to convey many of today's developments and problems.

Our generation was caught unprepared and defenseless by TV and radio. Experts in offense (the salesman) got ahead of us (the listener-consumer) in defense. We need to teach analysis and criticism of mass media as part of our job in using them. This, I feel, is more important even than literature criticism. Just as all teachers teach English - so must all teach mass media use in an age of more listening and viewing than reading.

U. S. Democracy is withering at its local levels. TV may bring back discussion of local issues and controversy. We need to teach students to dissent intelligently; not adjustment, but maladjustment, begin to need encouragement.

In a democracy education must hold its own with entertainment in claims on leisure time. It has lost out recently. This is dangerous. The salaries of our teachers reflect where the American public, shaped by mass media, puts its emphasis. ETV and educational radio must correct this picture.

I believe we need to challenge the adequacy of present testing, to test not only ETV but the totality of dynamic motion and symbolism in much we now learn. We need to devise new tests, not limited to the word. Otherwise we're testing a small and atypical part of what the student is learning.

I recently drafted a brief statement of some of the inescapable responsibilities of the NAEB. I would like briefly to share a few of them with you, as I see them.

"As the broadly-based Association, responsible for both radio and TV, closed and open circuit, it is incumbent on us to pursue with energy and vigilance the activation of all types of broadcast facilities for education: AM frequencies as the occasion may arise; FM frequencies for a distinctive alternative program service as well as a supplement to TV for directly educational uses; television, both closed circuit and open circuit; and eventual local, regional and national network interconnection of the educational resources of the nation in all these media.

"Recognizing the need for new types of research to provide the evidence needed for sound planning, it is incumbent upon the NAEB, with its long history

of research in television and radio, to assume increased leadership, initiative, planning and coordinating functions in research. Only with such research will the new meanings and dimensions of this medium as an instrument of education and understanding be revealed.

"Recognizing that the success of educational television and radio in this nation must depend in large part on the highest type of individual at all (managerial, production and utilization) levels, it is vitally essential that the NAEB continue and intensify its efforts to develop a generation and corps of the highest standards of professionalism in both educations and broadcasting --- based on sound social science and humanities emphases, as well as the natural sciences and requisite technical skills. This must include the closest possible cooperation with teachers and administrators at all levels of education.

"Since, until far greater numbers of frequencies (the resources and eventual values of which to American education are barely beginning to be recognized) are activated, reserved channels for television are in jeopardy, the NAEB must lend all efforts to insure that stations are not relegated to a position second to closed circuit uses, lest a resource, which will only eventually be appreciated, be forever lost to American education and the American culture. Equal vigilance must be exercised to insure that the benefits of these stations become available for all levels and types of education: non-credit as well as credit courses; adult education as well as elementary and secondary education; public affairs as well as content-oriented materials.

"Beyond the areas currently served by various organizations in which lack of initiative may be fatal, there are other vast areas of possibly fatal errors: in technical, public relations, educational procedure and administrative and financial practices. In these service areas, as well as at the philosophical level, the leadership of the NAEB must be courageously asserted: not as itself a determiner of policy but in its already established role of bringing together with educational broadcasters the best educational minds in America to hammer

out such policy. Only by its ever more vigorous pursuit of these functions can the NAEB continue to deserve the support and confidence both of its rapidly growing professional membership and the ever broadening bases of support by national associations, foundations and industry, whose understanding and support are gratefully acknowledged."

That is essentially the way I see the role of the NAEB. I would be grateful for your amendments to this concept, and your suggestions for ways in which to implement this broad series of objectives.

Let's admit it: a large part of "education" has been slipping out of educators' hands. Erasure has been occurring, almost imperceptibly, of the line separating formal and informal education. The life attitudes and value systems taught in our schools meet heavy competition and are frequently contradicted and reversed by those taught by our mass, and principally our commercial, electronic communications.

ETV provides a stimulus for reanalysis, a re-distribution of man-power, a re-thinking of space and other relationships---comparable to the changes that have taken place in medicine or industry during the last 100 years. Raymond Wittcoff has said that building to meet space needs on the basis of present practices for colleges alone by 1970 would mean more building than the U. S. has provided since Harvard was founded, over 300 years ago -- in 1636. ETV and educational radio can <u>help</u> solve this problem --- but should not be used to prove that more and better space is <u>not</u> needed.

Many teachers and educators have become afraid that the "Master Teacher" will replace the regular teacher. --- In most cases where educational radio and TV have been <u>tried</u>, however, these fears are proving unfounded. For we need a whole "team" in order to educate --- and in this process, and team, electronic tools are only one tool, though admittedly a very important one.

One of the dangers in introducing these tools into the educational process is that lines become drawn. One side becomes "radicals" and the other fights for the "status quo". One of the dangers of fighting for the latter is that one thereby defends the bad as well as the good. Students of years gone by (like Billy Philipps of Yale) often expressed the wish that thousands could share his inspiration, enthusiasm for learning, and genius. Educational radio and TV make this possible.

But let us be responsible, patient and careful as we, the "radicals" push our beliefs. For exaggerated claims only hurt progress, and attempts to do everything by TV and radio can be fatal to individualism as well as good education.

With poor teachers, as someone has said, small classes only insure that "mediocrity will be transmitted in a (more) intimate environment", and therefore more effectively. Many classes already are much too large--and some (where many classes have poor teachers and others have good ones) are far too small. If we fight for the status quo, we preserve the <u>too large</u> as well as the small percentage of classes which are now "just right."

ETV may bring a reevaluation of class size and other problems we've really not solved since education became "print" and "classroom lecture" based. I think proper uses of educational radio and TV can help solve the recent trends toward deterioration of "professionalism" in the teaching profession---at the very time when higher professionalism is needed to attract and hold better teachers. I believe that examples of non-professionalism --- or compromises we've had to make to meet teacher needs, illustrate the respects in which teaching is not yet a full "profession":

- The number who teach for "pin-money" (wives)
- The number who teach pending matrimony
- The number who leave teaching for better pay in a way unthinkable for a true profession -- like medicine or law. Someone has said that if a PhD stays in education, you're not sure he's smart enough to be "wanted."
- The number who are temporarily or conditionally certified--plain labels of compromise.

DeTocqueville said that teaching in the U. S. was a profession so open that "a multitude of people are constantly embracing and abandoning it."

Perhaps ETV can increase the productivity of good teachers enough to enable us to get this situation in hand again--to enable stopping the watering down of the profession with mediocrity or even disloyalty. Being sure of professionalism in the heterogeneous groups we now use as teachers is made difficult by the many compromises we must make to get even enough "bodies" to man the classrooms. ETV may help professionalize the broadcasting "profession" as well as the teaching profession. At present only the engineer must meet any professional standards: not program planners, writers or producers. I need not elaborate on the dangers of unskilled uses of potentially narcotic, personality-distorting or value distorting instruments. We can illustrate careful, responsible and pre-tested uses of these tools.

We must answer objections to ETV and educational radio reasonably. It has been pointed out that teaching by TV makes it difficult for students to ask questions, makes adequate immediate discussion difficult, etc.

I would call your attention to the fact that these failings are mentioned before teacher-training institutions have gotten organized in how to use educational radio and TV.

As a principle I would assert that education is bigger than ETV, or all TV, or radio, just as education is bigger than books, or films, or lectures, or any other technique or tool. All tools are neutral. Only the user determines whether they are good or bad. Educators can insure that these tools are educationally good only to the extent that they participate in shaping their uses, instead of carping from the sidelines.

The book, too, was at first looked at askance, as an educational tool. What would it do to other teachers if one teacher would put all he knows, a whole course, in a book, where anyone could read it, even without attending class? I think you know the answer.

Moreover, once educators "fell for" the book as a teaching tool, they fell hard. Teachers' colleges taught integration of nearly all teaching activities with the book. They took this imperfect tool and made it the center of our educational system. With good and indifferent teachers, coming and going, the textbook held courses together. Yet the book:

— can't talk back or check on the student
— can't pat students on the back, any more than TV can.

In fact, TV seems to suffer from many of the same faults as the text book, in many respects. And to answer these objections we must remember that it is, or should be--people--teachers who are the heart of our educational system, whether the tool be TV, books or anything else.

We are I think, often too preoccupied with thinking of what TV will do to teachers to worry about the patient (student) or what TV can do for education. With the same devotion and concentration which teacher trainers devoted to adapting the text book as an educational tool, what can we not do with TV as an educational tool? Not to replace the book but to make TV another, and sometimes equal, partner in the educational kit of tools.

How little of the potential of ETV has yet been scratched--for us even to presume to delimit its uses. How essential it is for us to learn to use mass media, including educational television and radio, as powerfully for good as Hitler, say, used them for evil objectives.

As Newsweek predicted, nearly a year ago, education is likely to change more in the next decade than it has changed in the last 150 years. Electronic instruments, like TV and radio (both of which are needed, each for what it can best do) will play a large role in that change.

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